



# S o c i a l m e d i a Proposal

MOB: +971 505827191  
www.almersaladv.com  
info@almersaladv.com

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# Cover Letter



Thank you For considering Almersal Advertising for your Social media marketing needs . im glad we had the opportunity to connect so that my team and i could get a clear understanding of your social media marketing expectation .

by using social media strategies and implementing procedures based on the results of extensive analysis , study of social media trends , and application of specifics unique we are confident in delivering effective results within your social media channels.

we believe our proposal provides a complete social media marketing strategy which will culminate in highly successful results for you business .

if you have any questions , please don't hesitate to get in touch , our contact information is below .

Thank you .

Almersal Advertising .  
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# Executive Summary



## Creating Engaging Social Content

Beginning with quick yet thorough planning / preparation . our team will plan out a dynamic on-going social content calender to guide you to your goals .

we will grow an increasing social audience and followers base through : hash tag campaigns , strong use of keyword , sharing / liking posts , studing update within the industry , and contributing our own unique content to broaden reach .

## Posting Company Related Updates

Our plan is to engage our social media audience by sharing company news , press releases events , employee spotlight , and more .

we will also pay close attention to industry trends , and share it , this will help to gain exposure with you target market.

# Integrate Social Media Activity Into Other Marketing Plans

With clear communication and monthly brainstorm meetings , we'll be able to consolidate the marketing initiatives to fit your goals and promotional material .

Campaigns via social media are more important than just sharing about giveaways , sales contests , and / or promotions . we will agree on schedule for a series of posts to keep up the exciting momentum for all prospective customers.

## Promotions and Social Campaigns

we will utilize social channels to connect with your followers base , and engage them with promotions to get them excited about both current events , and the brand itself.

These campaigns can last as short as a day , or can run up to six months . we'll be able to analyze the results from each campaign , and then we will provide a report of it's success.

results of campaigns can be compared so the most effective promotions , offers or contests be replicated.

## Sustained Monitoring

It important to regularly maintain marketing activity for maximum growth .

We will continually monitor each channel , and will respond to any questions , comments , and posts within a two hour time period , two hour will allow us to confirm that accurate information is relayed back to the person asking .

# Analytics

We will provide you with : a

Daily and weekly analytics - Such as : followers growth , reach , demographics , comments , likes , shares

Reporting - summarizing various results and activities over each quarter .

We will set up a meeting to go over the results , to then tweak our approach accordingly .

# Assesment

Almersal Advertising is excited to team up and tackle the challenge of improving their current social media standings .

As you know , successful social media marketing is the best way to get noticed , in my research , i discovered that Afamia rostery 's current primary social media strengths include : timely responding to comments , and creating clever content to engage with the current followers base

the current weaknesses Almersal advertising will work to improve are as follows : use of more consistent promotional campaigns , use of photo marketing / infographics , and using analytics to demonstrate effective social media marketing .

By analyzing the current successful marketing trends , such as : use of key words , creating interesting infographics , and interacting with the audience in a fun and professional manner will be useful ways to get started .

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# Implementation

From our discussion , we've agreed to follow a social media marketing strategy to ensure a consistent presence through each important channel , Here is what we guarantee on a daily / weekly / monthly basis .

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## DAILY RESPONSIBILITIES

Respond to any / all engagements from followers base.

## WEEKLY RESPONSIBILITIES

8 Engaging Facebook and instgram Posts per week

## MONTHLY RESPONSIBILITIES

Marketing Reports

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# Goals and Outlook

Upon implementing the social media marketing strategy described above , we can use this information to compare results month to month / quarter to quarter / year to year , to understand the full scope of the marketing initiatives worth pursuing .

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# Billing

Almersal advertising Collects payments on a monthly billing cycle .  
Here is an outline of our pricing and services.

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PLAN

## Suggestion service

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Analytics & Reporting

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Posting/Content Creation

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Monitoring & Engagement

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Spicial offer AED 1500

### Additional services

Paid Social media AED 500

Photo shoot per photo AED 20

Promo video edit AED 2000

### Terms and Conditions Applied

All prices exclude vat

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# Acceptance

Your Signature below indicates acceptance of this Social media marketing and entrance a contractual agreement with Almersal advertising beginning on the signature date below :

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Almersal Advertising

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Approved

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Approved

By : Almersal Advertising

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Date :

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Date :

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Sign

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Sign

