

SOCIAL MEDIA

MANAGEMENT PROPOSAL





INTRO

The business potential of social networks is immense. With that Crellyz Creatives will leverage social media platforms to successfully drive its client's objectives across the marketing funnel, from raising brand awareness to increasing store visits, website traffic and ultimately overall brand profits.



It's Time To Utilising The Power Of Social Media





INTRO

Regardless of who your target demographic is, there's no reason not to be on social media. Solid social media strategies intensify your voice to communicate directly with your target audience, spreads brand awareness, and help improve your credibility.

Let's Begin

A graphic for "SOCIAL MEDIA MARKETING" featuring a vintage camera with a leather strap and a lens cap, resting on a piece of brown cardboard. The text "SOCIAL MEDIA MARKETING" is written in large, bold, black, sans-serif capital letters across the center of the image.

**SOCIAL
MEDIA
MARKETING**



CREATE SOCIAL MEDIA HANDLES FOR THE BRAND ACROSS ALL PLATFORMS

Well Thought Out & SEO Optimised Social Media Handle Names Will Be Chosen & Has To Be The Same Across All Platforms For Ease Of Brand Recognition





FOLLOWERS & ENGAGEMENT

A push and pull method will be implemented and used to boost overall new followers and engagement rate.

This method involved heavily engaging, following and tagging individuals that have an interest in topics and brands that are aligned and or similar to the services the brand provides.

All this will boost overall brand reputation, and engagement and gain the platform new followers, whilst driving traffic to the website.



Social Networking

Growing social media followers and overall engagement



CREATIVE WRITING

Creative writing that will drive the message home in accordance to what the brand represents and keywords and hashtags ‘#’ that will boost the overall social media handle Search Engine Optimisation (SEO).

ALL this will increase overall engagement whilst driving massive traffic to the brand’s website thus leading to increased sales of the products.



STRATEGIC CREATIVE WRITING ACROSS THE SOCIAL MEDIA HANDLE FOR ACUTE BRAND REPRESENTATION





POSTS

SCHEDULING

Posting on social media has to be strategic in accordance with time, day and top trending keywords/topics at any given particular time on social media.

Two posts will be put out every day consistently, for a good healthy activity rate on the platforms while keeping followers engaged with the brand.

ALL POSTS WILL BE STRATEGICALLY SCHEDULED FOR POSTING ON THE PLATFORMS





CONTENT DEVELOPMENT

At least a minimum of three social media posters will be created and posted on a weekly based

These posters will consist of high res quality graphics and images, with a well-selected strategic colour theme, layout and design. This will bring a sense of elegance aesthetics and professionalism to the overall platform that is easily relatable and well-trusted by the target audience and customers



CREATING SOCIAL MEDIA POSTERS THAT
SHOWCASE THE BRAND, PRODUCTS,
SERVICES AND PRICINGS



COSTING

FEE INCLUDES:

- Creation of 3 social media posters per week.
- Social media management of all platforms including the strategic posting of content.
- Creative writing and engagement attractive hashtags for good response from platform followers.
- Twice a week social media marketing plan PR messages on trending topics



**SOCIAL MEDIA MANAGEMENT
MONTH TO MONTH FEE
R2500**

A desk scene with a laptop, a vase with a plant, and a wooden '@' symbol. The background is a plain wall. The laptop is open and its screen is blank. The vase is white and textured. The plant has large green leaves. The '@' symbol is made of wood and is placed on the desk in front of the vase.

Thank You

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