Social media management proposal

A six-month plan to turn local followers into weekday customers.

Prepared for	**Saltmarsh Coffee**
Prepared by	**Kite Street Social**
Date	**12 January 2027**
Valid until	**9 February 2027**

Sample only. The agency, the client, the people and every figure are fictional.

1. What we understood

When we spoke on 5 January, you told us:

- Weekends are full, but Monday to Thursday is quiet after 10am.
- Instagram has 8,400 followers, and most posts are product photos that get likes but no visits.
- Dana approves every post over chat between shifts, so posts often go out late or not at all.

You asked us for a steady stream of weekday customers from social media, and you want it working before the summer season starts in June.

2. Goals and how we will measure them

Goal	How we measure it	Today	Target by June
More weekday visits	"Show this post" offers counted at the till	Not tracked yet	40 a week
More local people reached	Instagram reach within the city, monthly	3,100	6,000
Posts going out on time	Posts published on their planned date	About half	9 in 10

These are targets, not guarantees. We will review them with you at the end of month two.

3. What we will do

Work	Each month	Not included
Instagram and Facebook posts	12 posts, captions and design	Paid boosting and ad management
Short video	4 Reels from one half-day shoot	Extra shoot days, actors, locations
Comments and messages	Weekdays, reply within one working day	Weekends. Complaints go to Dana
Reporting	One report and a 30-minute call	Custom reports between calls

4. Relevant work

A neighbourhood bakery came to us with the same quiet-weekday problem. We moved half of its posts from product photos to short videos of regulars and the morning bake, and added one weekday offer that staff could count at the till.

You can speak to the owner about working with us. We will introduce you by email.

5. How approvals work

Day 1	We send the next two weeks of posts in one review link.
Day 3	You approve or ask for changes.
Day 4	We make the changes and send them back.
Day 5	You approve, and we schedule.

- One approver: Dana Whitlock. Backup: Tom Reyes.
- You have two working days to review each batch.
- The fee includes two rounds of changes per post. A third round is billed at our hourly rate, or we swap the post out.
- If we hear nothing, we send one reminder. After that, the post moves to the next free slot.

6. The first 90 days

Weeks 1 and 2	Kickoff call, account access, brand voice, starting numbers. We need from you: admin access, logo files and one shoot morning.
Weeks 3 and 4	First batch sent for approval and the first half-day shoot.
Month 2	Full posting schedule, first report, goals reviewed together.
Month 3	Keep, change or stop each post type based on weekday visits.

7. Who you will work with

Person	Role	Contact them about
Ellis Moreno	Account lead	Plans, approvals, invoices
Noor Haddad	Content and video	Shoots, captions, design

We send a short update every Friday and meet once a month. Urgent: call Ellis. Outside working hours we cover emergencies only, such as a hacked account or a complaint spreading fast. Everything else waits until the next working day.

8. Fees

Option	Per month	What you get
Posts	$600	12 posts, report and call
Posts and video	$950	Everything in section 3
Posts, video and ads	$1,400	All of the above plus ad management

We recommend Posts and video, because weekday visits depend on showing the place, and video does that best. Setup fee: $250, once. Invoiced on the 1st, payable in 14 days. Ad spend and stock music are paid by you directly.

9. Terms and next steps

- Term: six months, then monthly with 30 days' notice.
- The first month is payable on signing. We pause posting if an invoice is 30 days late.
- You own your accounts and the finished posts you have paid for.
- We work through admin roles. We never ask for passwords.
- If we stop working together, we hand over files and remove our access within five working days.

Step 1	Reply with the option you want.
Step 2	We send the contract to sign.
Step 3	Kickoff call on 16 February.

Signed for Saltmarsh Coffee:	Name and date:
Signed for Kite Street Social:	Name and date: