Social media management proposal

[One sentence: the result this client wants]

Prepared for	**[Client name]**
Prepared by	**[Your agency]**
Date	**[Date]**
Valid until	**[Date, two to four weeks later]**

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1. What we understood

Tip: Write this from your call notes, in the client's words. If you could paste it into another client's proposal, it is too general. Delete this line before sending.

When we spoke on [date], you told us:

- [Problem one, in the client's own words]
- [Problem two]
- [What they have already tried, and what happened]

You asked us for [the outcome they named], and you need it by [date or season].

2. Goals and how we will measure them

Tip: Two or three goals the client can check themselves. Always fill in the starting number, even when it is "not tracked yet". Delete this line before sending.

Goal	How we measure it	Today	Target by [month]
[Business goal]	[Number and where it comes from]	[Baseline]	[Target]
[Audience goal]	[Number and where it comes from]	[Baseline]	[Target]
[Process goal]	[Number and where it comes from]	[Baseline]	[Target]

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

3. What we will do

Tip: The "not included" column prevents more arguments than any legal clause. Fill it in for every row. Delete this line before sending.

Work	Each month	Not included
[Platforms and post types]	[Number]	[Limit]
[Video or photo work]	[Number, and how it is produced]	[Limit]
[Comments and messages]	[Hours and reply time]	[What goes back to the client]
[Reporting]	[Report and call]	[Limit]

4. Relevant work (optional)

Tip: One close match beats five logos. No case study yet? Delete this section or show a sample post made for this client. Delete this line before sending.

[Client or type of business] had the same problem: [one sentence]. We [what you did]. The result: [something you can prove, with the source and the dates].

You can speak to [name, role] about working with us.

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5. How approvals work

Tip: Write down four things: who approves, how long they have, how many rounds of changes, and what happens if nobody replies. Delete this line before sending.

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: [name]. Backup: [name].
- You have [two] working days to review each batch.
- The fee includes [two] rounds of changes per post. After that: [hourly rate, or the post is swapped out].
- If we hear nothing, we send one reminder. After that, [the post moves to the next free slot].

6. The first 90 days

Tip: Name what you need from the client in weeks one and two. Late account access is the usual reason a first post slips. Delete this line before sending.

Weeks 1 and 2	Kickoff call, account access, brand voice, starting numbers. We need from you: [list].
Weeks 3 and 4	[First batch sent for approval, first shoot]
Month 2	[Full posting schedule, first report, goals reviewed]
Month 3	[Keep, change or stop, based on the numbers]

7. Who you will work with

Tip: Names, not job titles. Then say what happens at 9pm on a Saturday, before it happens. Delete this line before sending.

Person	Role	Contact them about
[Name]	[Role]	[Topics]
[Name]	[Role]	[Topics]

We send a short update every [day] and meet once a month. Urgent: [phone or chat]. 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.

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8. Fees

Tip: Three options let the client choose how much, not whether. Mark the one you recommend, and say why in one line. Delete this line before sending.

Option	Per month	What you get
[Smaller]	[Price]	[Scope]
[Recommended]	[Price]	[Scope]
[Larger]	[Price]	[Scope]

We recommend [option], because [reason tied to their goal]. Setup fee: [amount, once]. Invoiced on [date], payable in [days]. Ad spend, stock and [other costs] are paid by you directly.

9. Terms and next steps

Tip: Keep legal detail for the contract. Here, cover notice, ownership, account access and handover, then make saying yes one step. Delete this line before sending.

- 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 [number] days.

Step 1	Reply with the option you want.
Step 2	We send the contract to sign.
Step 3	Kickoff call on [date].

Signed for [Client name]:	Name and date:
Signed for [Your agency]:	Name and date: