



SOCIAL MEDIA MARKETING PROPOSAL

Created by

Bernice Muuo, Head of Sales & marketing , Cyfred Systems Ltd

Dear Sir/Madam

Thank you for considering Cyfred Systems for your social media marketing needs. I'm glad we had the opportunity to connect so that my team and I could get a clear understanding of your social marketing expectations.

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 to you business, 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 your business.

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

Thank you,
Cyfred Systems Ltd

Bernice Muuo

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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 calendar to guide you to your goals.
- ✓ We will grow an increasing social audience and follower base through hash tag campaigns, strong use of keywords, sharing/retweeting relevant news, "liking" posts, staying updated within the industry, and contributing our own unique content to broaden reach.

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 a schedule for a series of posts to keep up the exciting momentum for all prospective customers.

Posting Company Related Updates

- ✓ Beginning with quick yet thorough planning/preparation, our team will plan out a dynamic on-going social content calendar to guide you to your goals.
- ✓ We will also pay close attention to industry trends and share it. This will help to gain exposure with your target market.

Promotions and Social Campaigns

- ✓ We will utilize social channels to connect with your follower 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 its success.
- ✓ Results of campaigns can be compared so the most effective promotions, offers, or contests can be replicated.



Integrate Social Media Activity into Other Marketing Plans

- ✓ It is 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 period. Two hours will allow us to confirm that accurate information is relayed back to the person asking.

Analytics

- ✓ We will provide you with: Daily and Weekly Analytics — Such as: follower growth, reach, demographics, comments, "likes", shares, retweets, etc. 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.



ASSESSMENT

Since **your business** is an industry leader within the industry space, **Cyfred Systems** 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 [Your business]'s current primary social media strengths include timely responding to comments and creating clever content to engage with the current follower base.

The current weaknesses **Cyfred Systems** will work to improve are as follows: **use of more consistent promotional campaigns, use of photo marketing/infographics, free graphic design work,** 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.



Implementation

From our above discussion, we will 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:

DAILY RESPONSIBILITIES	WEEKLY RESPONSIBILITIES	MONTHLY RESPONSIBILITIES
One relevant Facebook/Instagram/twitter article share	1-3 Twitter posts per week	3 YouTube Videos per Month
Respond to any/all engagements from follower base	1-3 Instagram Uploads per week	Marketing Reports
	5-8 Facebook Actions per week	
	Social sharing [Client. Company]'s blog posts	
	Share at least five relevant articles within the industry to demonstrate further credibility	



Goal 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. Our analysis projects the following outcomes:

Out Team

Cyfred Systems is in the fun business of **marketing** through the various social media channels to drive web traffic, engage an audience, run social campaigns, and contribute unique content to follower base.

Founded by Fred Kinai, in **2018**, **Cyfred Systems** delivers proven social media marketing results. We are committed to influencing optimal revenue growth, while exceeding our client's expectations.

Our team is based at Nairobi City and Machakos City in Kenya. We are a small group of passionate **marketers, website developer & IT Solution**, committed to the success of our clients' businesses.

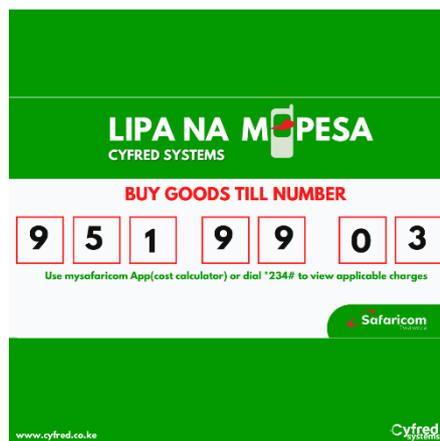


Billing and Scheduling

Cyfred Systems collects payments on a monthly & annual billing cycle. Here is an outline of our pricing and services:

Basic	Essential	Professional
KSH 2,500- 4,000 SOCIAL MEDIA ADS	KSH 5,000 - 8,000 SOCIAL MEDIA ADS	KSH 8,000 - 11,000 SOCIAL MEDIA ADS
Ksh. 8,000	Ksh. 13,000	Ksh. 18,000
<ul style="list-style-type: none"> 1 Social Media Platforms. Social Media platform optimization 20 Posts Per Month. 15 Branded posts per Month 5 Post boost Page Monitoring & Responding Monthly Report and Analysis 	<ul style="list-style-type: none"> 2 Social Media Platforms Social Media platform optimization 35 Posts Per Month 15 Branded posts per Month 7 Post boost Page Monitoring & Responding Monthly Report and Analysis 	<ul style="list-style-type: none"> 3 Social Media Platforms Social Media platform optimization 50 Posts Per Mont 20 Branded posts per Month 8 Post boost Page Monitoring & Responding Monthly Report and Analysis

Please choose your preferred method of payment: Lipa Na Mpesa 951 99 03





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www.cyfred.co.ke

Terms and Agreement

Prior to a contractual agreement, elements of this proposal may be amended upon collaboration with the client,, at the discretion of Cyfred Systems.

Cyfred Systems

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Sign

Sign

Date:.....

Date.....

Bernice Muuo

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