



PROPOSAL FOR SOCIAL MEDIA & PERFORMANCE MARKETING





DELIVERABLES

SOCIAL MEDIA & PERFORMANCE MARKETING

- Set up social media profiles & Linking them to each other for the brand.
- Setting up the brand's Meta Business Profile & linking it with the socials.
- Social Media Marketing Strategy and Plan of Action to meet the Company's monthly, long term and short term objectives.
- Social Media competitor research for the brand.
- Campaign ideation for brand building, Visibility, Customer engagement, customer acquisition, Community building etc.
- Running Meta Ads on a regular basis for the Brand.
- Performing monthly Analytics to trace the effectiveness of the strategy.
- We act as a link between your Brand & Production houses, Stylists etc to Organize seamless collaborations for Campaigns.



CONTENT MARKETING

- Static Content
- Ad Campaign Design + Content
- Video Content

Things included to make the above deliverables:-

- Making an Instagram Grid Planner at the beginning of every monthly cycle.
- Creative Copywriting for the marketing collaterals
- Creative Graphics Design for social media.
- Motion Text and Graphics Videos for social media.
- Video Editing of the footage/videos to make Reels.
- Curating, Ideating & Executing a shoot for the brand or we can work with the photo & video shoot material provided to us by the brand.



EXECUTION ON DIGITAL PLATFORMS:-

- Publishing of Content Pieces every Alternate Day on Social Media Platforms - Instagram & Facebook including 5 Reels & 10 Statics/Carousels to make 1 full grid each month.
- SEO Keyword Research and Inclusion in Social Content & in Meta Ads
- Making & implementing a working Hashtag Strategy for the brand.
- Running Monthly Ads on the Brand's Meta Business Profile to attract New Leads & increase Brand Awareness
- Speaking on DMs to the leads who get in touch & Handing them over to the point person in the company.
- Story Content for festivals and important days related to the Brand.



COMPENSATION:-

- Creative Calendar will charge a fees of Rs. 35,000 /- Per Month for the above mentioned services.
- A Separate Advertising Budget, a minimum of Rs 6,000/- is to be allocated every month which will be used to run Meta Ads and this will be loaded directly from the client's card/account to the Meta Ads account.
- The above mentioned amount of Rs 35,000/- is to be paid in the bank account in the starting of every working month.
- If a team member of Creative Calendar is required on location for a shoot, accommodation & a return flight ticket to & from the shoot location is to be provided by the client for the execution of Shoots