

Social Media Consulting Proposal Template

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Proposal Title

Company Name:

Client Name:

Date:

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Introduction

Current Social Media Assessment



Overview:

Platform	
Followers	
Engagement Rate	
Key Issues	

Competitive Analysis

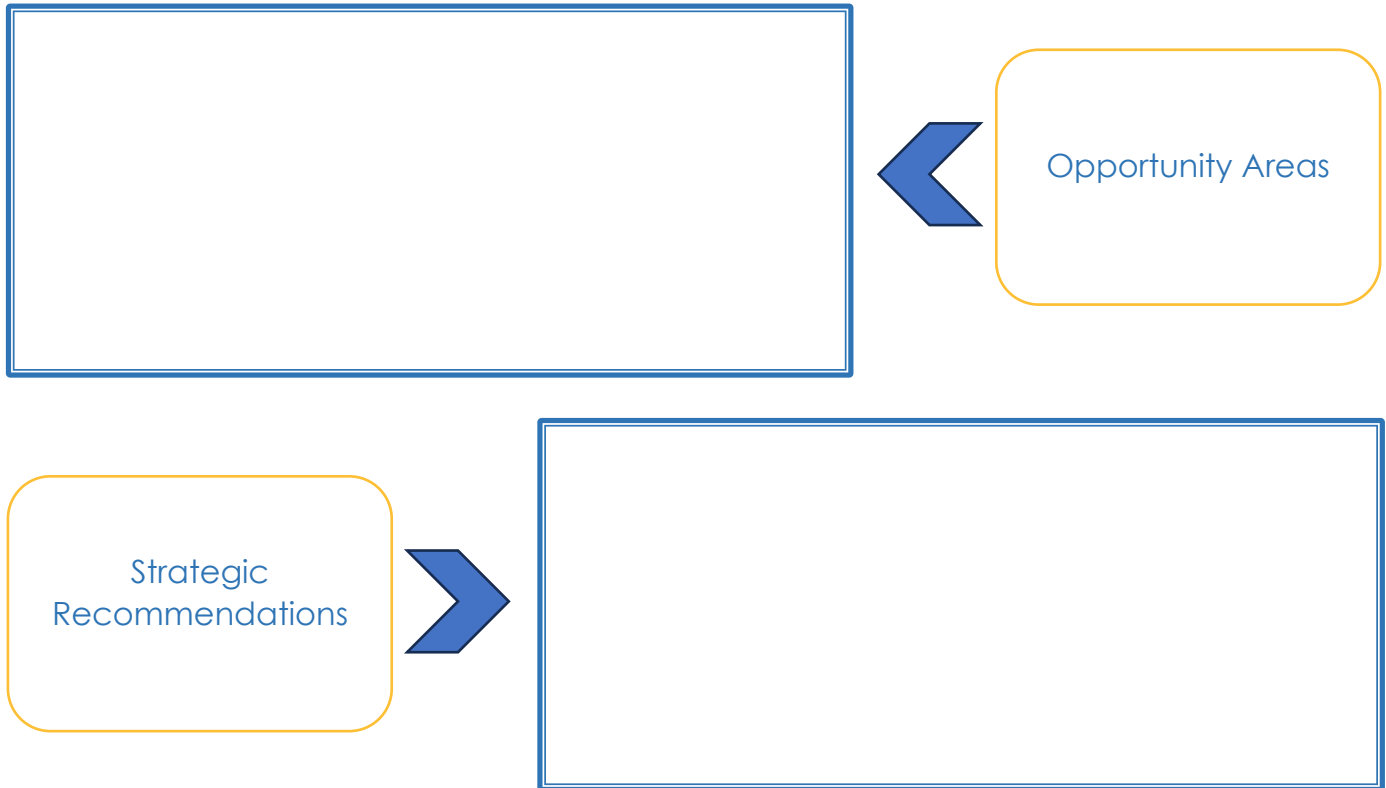
Competitor Overview



Competitor	Platforms Used	Follower Count	Engagement Rate	Notable Campaigns

Content & Engagement Strategies	
Strengths & Weaknesses	
Key Takeaways	

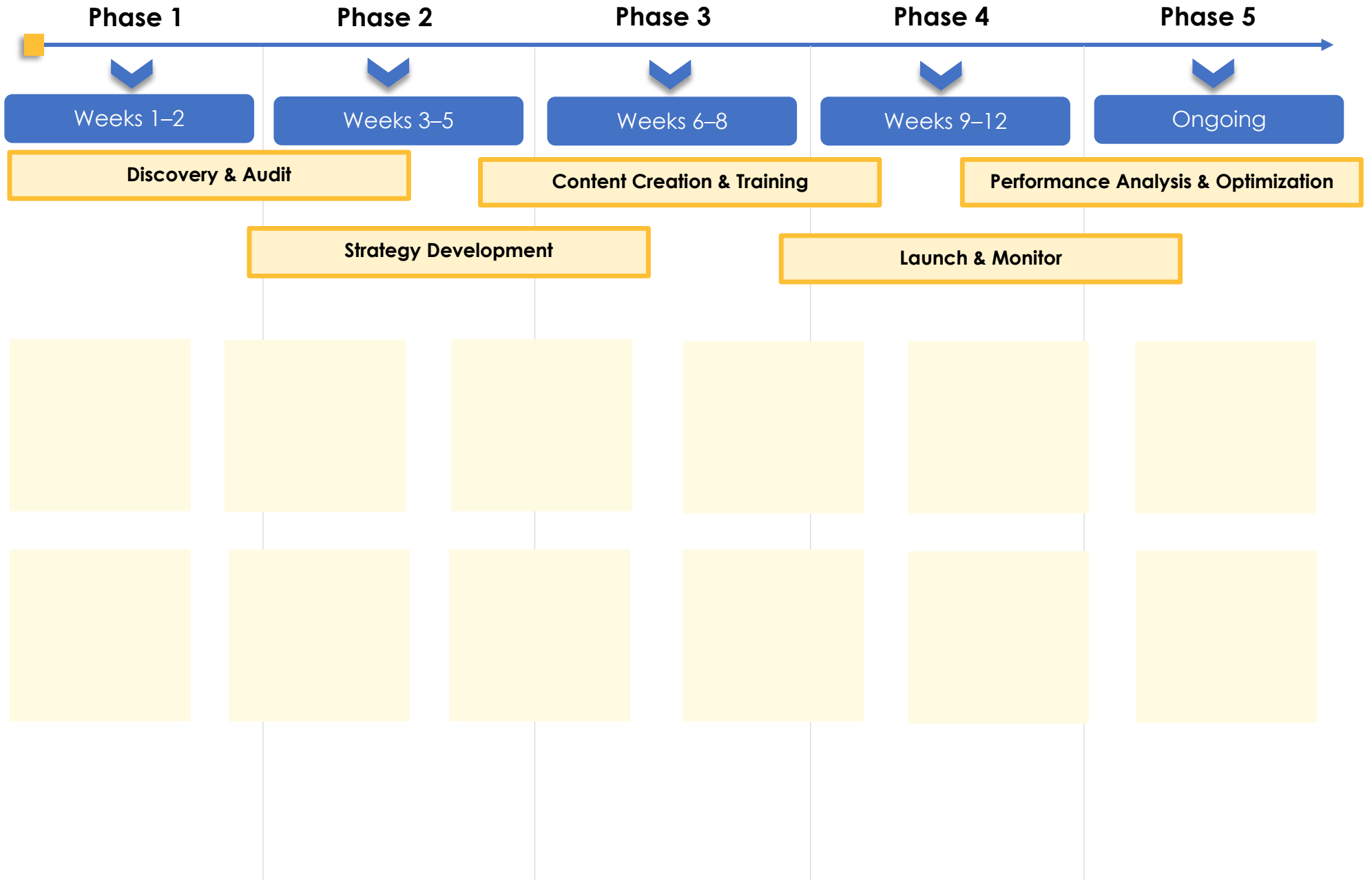
Opportunities & Recommendations



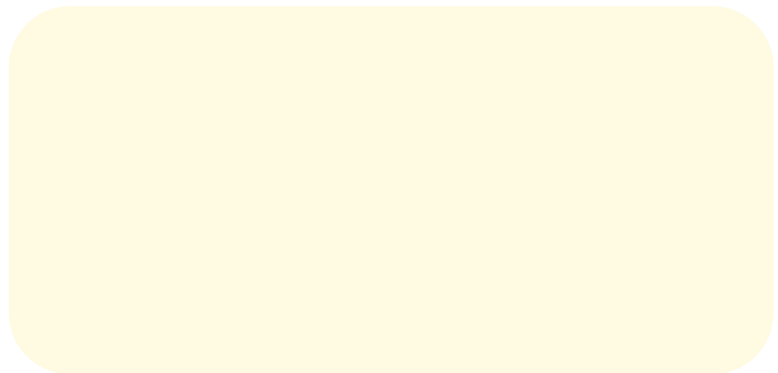
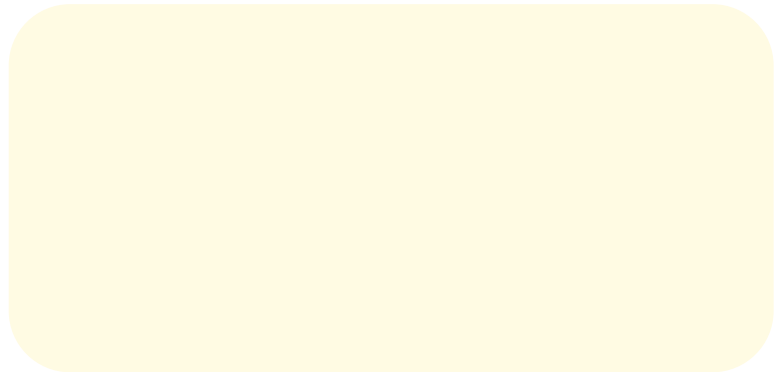
Proposed Services

Service	Description	Deliverables	Outcome
Social Media Audit			
Content Strategy Development			
Competitor Benchmarking			
Trainings & Workshops			
Performance Tracking & Reporting			

Implementation Plan



Consultant Bio & Experience



Key Achievements

Case Studies

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Pricing

Packages	Cost	Services Included
Basic Audit Package		
Standard Consulting Package		
Comprehensive Package		

Payment Terms and Conditions

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Agreement Terms:

Next Steps:

Contact Information





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