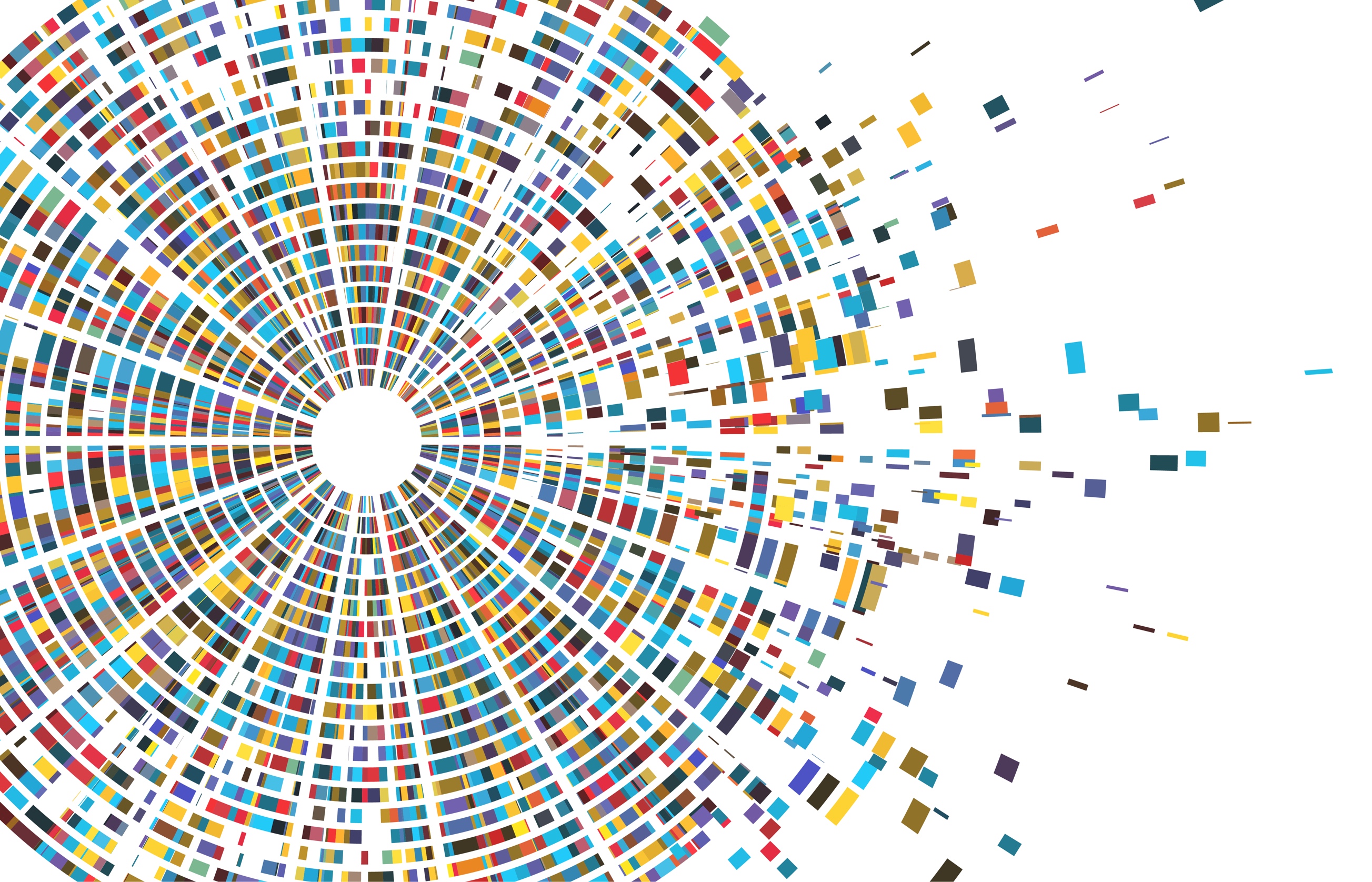
**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12268&utm_source=template-word&utm_medium=content&utm_campaign=Social+Media+Consulting+Proposal-word-12268&lpa=Social+Media+Consulting+Proposal+word+12268)Social Media Consulting  
Proposal Template**

Proposal Title

****

**Company Name:**

**Client Name:**

**Date:**

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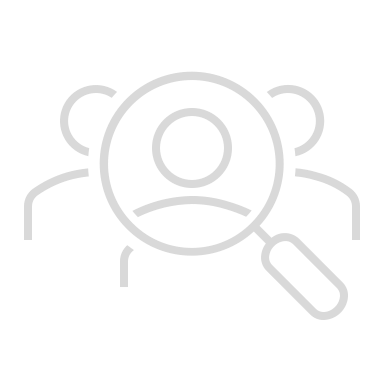
## Introduction

## Connections with solid fillCurrent 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

Opportunity Areas

Strategic Recommendations

## Proposed Services

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

## Implementation Plan

**Phase 5**

**Phase 4**

**Phase 3**

**Phase 2**

**Phase 1**

Ongoing

Weeks 9–12

Weeks 6–8

Weeks 3–5

Weeks 1–2

**Discovery & Audit**

Key Activities

Key Activities

Key Activities

Key Activities

Key Activities

Key Activities

Key Activities

Key Activities

Key Activities

Key Activities

Key Activities

Key Activities

**Strategy Development**

**Content Creation & Training**

**Launch & Monitor**

**Performance Analysis & Optimization**

## Consultant Bio & Experience



Bio Text

**Insert Headshot Here**



Bio Text

**Insert Headshot Here**

Key Achievements

Case Studies

Case Study 1

Case Study 3

Case Study 2

## Pricing

|  |  |  |
| --- | --- | --- |
| **Packages** | **Cost** | **Services Included** |
| Basic Audit Package | $ |  |
| Standard Consulting Package | $ |  |
| Comprehensive Package | $ |  |

Payment Terms and Conditions



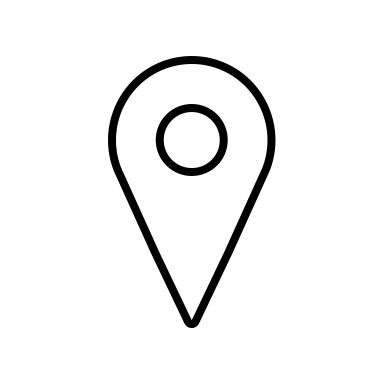
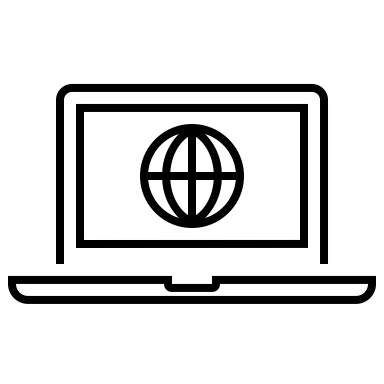
**Next Steps:**

**Agreement Terms:**

## Email outlineReceiver with solid fillContact Information

Email

123-456-7890



Website

Address

|  |
| --- |
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