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# Social Media Package Proposal

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## 1. Overview & Objectives

Goal: To increase brand awareness, engage with existing customers, and foster customer loyalty through a comprehensive social media strategy tailored to [Client Name].

Primary Objectives:

- Enhance customer engagement through interactive posts and timely responses.
- Build a consistent online presence on platforms like Facebook, Instagram, Reddit, TikTok, LinkedIn, and Twitter.
- Provide exceptional customer support by monitoring and quickly responding to queries across platforms.

## 2. Target Audience

Demographics:

- Age: 25-45
- Locations: [Geographic focus, e.g., US, global]
- Interests: Industry-specific interests or hobbies
- Platforms: Primarily Instagram, Facebook, Reddit, TikTok, LinkedIn, and Twitter

Behavioral Characteristics:

- Engagement: Active on social media and regularly shares content related to [industry/niche].
- Values: Authentic, personalized communication and real-time interaction with brands.
- Needs: Product/service recommendations, insights, and customer support via social media.



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## 3. Social Media Platforms & Strategy

### 1. Facebook:

- Content Type: Customer stories, product promotions, news updates.
- Post Frequency: 3-4 times per week.
- Strategy: Use visual-rich content (carousel posts, videos) and encourage user comments and shares. Community-driven posts like polls and customer testimonials will boost interaction.

### 2. Instagram:

- Content-Type: High-quality photos, Instagram Stories, Reels, behind-the-scenes content.
- Post Frequency: 5-6 times per week.
- Strategy: Use Instagram Stories for day-to-day engagement, leverage Reels for trendy content, and utilize user-generated content for increased visibility.

### 3. Reddit (Optional):

- Content-Type: Industry discussions, in-depth posts, AMA (Ask Me Anything) sessions.
- Post Frequency: 2-3 times per week.
- Strategy: Engage in relevant subreddits by posting valuable insights and fostering community discussions. AMAs will help [Client Name] build authority and interact directly with the target audience.

### 4. TikTok (Optional):

- Content-Type: Short-form videos, trending challenges, product demonstrations.
- Post Frequency: 3-4 times per week.
- Strategy: Leverage TikTok trends and challenges to drive viral content. Show product/service usage in fun, creative ways to engage younger audiences.

### 5. LinkedIn (Optional):

- Content-Type: Thought leadership articles, company culture posts, case studies.
- Post Frequency: 2-3 times per week.
- Strategy: Post educational and leadership-driven content to position [Client Name] as an expert in their industry.

### 6. Twitter:

- Content Type: Real-time updates, quick responses to customer queries, and industry news.
- Post Frequency: 3-4 times per day.
- Strategy: Participate in trending discussions and industry hashtags. Ensure fast responses to mentions and direct messages.



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## 4. Content Calendar

Month 1:

- Week 1: Introduce new product or service through teaser posts and engagement polls/questions.
- Week 2: Share customer testimonials and in-depth behind-the-scenes content.
- Week 3: Highlight user-generated content, spotlight promotions, and feature influencers (if available).
- Week 4: Share thought leadership posts and company culture to build a humanized connection.

## 5. Campaigns & Promotional Activities

1. Hashtag Campaign: Develop a branded hashtag (#ClientExperience or #ClientJourney) to encourage user-generated content. Track user posts and engage with their content.
2. Giveaways/Contests (Optional): Organize contests where users must share or tag the brand to enter. Incentivize with product/service giveaways.
3. Influencer Collaborations (Optional/Additional Cost): Collaborate with influencers (when available) for product unboxing videos, testimonials, or live Q&A sessions to boost brand visibility.

## 6. Engagement Strategy

**Response Time:** Aim to respond to customer queries across all platforms within 2 hours during peak times (e.g. Monday-Friday, 9 AM – 6 PM). Outside of peak times, ensure a response within 12 hours.

**Engagement Tactics:**

- Polls and Interactive Posts: Frequently use polls, questions, and interactive stories to get feedback and increase engagement.
- User-Generated Content: Actively promote and share content created by followers to strengthen the brand community.

**Monitoring:** Track comments, direct messages, and mentions across all platforms to ensure timely responses and monitor customer sentiment.



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## 7. Metrics & Reporting

We will track the following KPIs:

- Engagement Rate: Likes, comments, shares, and saves on posts across platforms.
- Follower Growth: Increase in followers on Instagram, TikTok, Reddit, etc.
- Response Time: Average time taken to respond to customer inquiries.
- Post Reach: Number of unique users who see the posts.

## 8. Tools & Software

We will use the following tools to manage and monitor social media activities:

- Hootsuite/Buffer: For scheduling posts across platforms.
- Canva/Photoshop: For designing visually compelling content.
- Google Sheets: For tracking and reporting.
- Sprout Social: For monitoring engagement and creating detailed analytics reports.



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## 9. Budget Proposal (est.)

### Content Creation:

- **Facebook, Instagram, Twitter:** \$200/month (including post design, caption writing, and content scheduling).
- **Reddit & TikTok:** \$333/month (including video creation, threads, and post management).
- **LinkedIn:** \$100/month (including post design, caption writing, and content scheduling).

### *Influencer Collaborations (if available):*

- *Small/Micro-Influencers (10K–50K followers): \$100-\$167 per collaboration.*
- *Medium Influencers (50K–100K followers): \$167-\$333 per collaboration.*
- *Large Influencers (100K+ followers): \$500+ per collaboration.*

Total Monthly Cost: Content Creation for All Platforms: **\$633/month**

Total Monthly Cost: Content Creation for Three Platforms: **\$200/month**  
*(discount provided for multiple-month contract)*



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## 10. Timeline

### Month 1:

- Week 1: Onboarding, finalizing content strategy, and setting up social media accounts.
- Week 2: Content creation begins, first posts go live on all platforms.
- Week 3: Begin initial engagement tracking, and start first round of influencer collaboration (if applicable).
- Week 4: Analyze and adjust strategies based on initial metrics.

### Month 2 Onwards:

- Consistent execution of content and engagement strategy.
- Monthly reports on platform performance and adjustments as needed.
- Ongoing influencer collaborations based on availability and client preferences.

## 11. Final Notes

We are confident that this tailored strategy will enhance [Client Name]'s social media presence, increase customer engagement, and drive growth. We can alter or reduce the amount of social media networks



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we support to meet your needs and adjust the price accordingly. We're excited to work together and look forward to achieving these goals with you.