

# Facebook Strategy, Marketing and Social Proposal

Prepared for:

XXXXXX

Submitted to: xxxxx

January 1<sup>st</sup>, 2014

**FROM: EDEN RUDIN**





xxx,

It was a pleasure speaking to you and digging deeper into the needs of Xxxxxxx and more specifically how to get Facebook to work for the company.

After my initial research into Xxxxxxx and Xxxxxxx I already had the feeling that I would be a good fit to help you get the social side of the marketing puzzle working more effectively for Xxxxxxx. The tourism and travel industry is one that I have extensive knowledge of and I feel very comfortable working with. After speaking to you, I feel even stronger that my skills and knowledge could be a great asset to Xxxxxxx and we would make a very effective team.

It is agreed that the overall goal is to optimize the Facebook Page and start growing the fan base of people interested in your offerings by establishing a relationship based on knowing, liking and trusting Xxxxxxx so that they convert to paying and repeat customers.

Please find enclosed my proposal, with that goal in mind and presented with several options, as we discussed. I have also added some bullet points on ideas I had suggested.

I look forward to hearing back from you on how we can work together and grow the Facebook presence of Xxxxxxx.

Sincerely,  
Eden Rudin



# Proposal of Services based on most recent conversation:

## Option 1

This option is primarily where I implement my knowledge and skills to create strategies/tactics for Taste of Blue on how to obtain the goals for the Page but I am not hands on involved in the implementation of the strategies.

This includes my continually analysis of the Page insights to monitor how effective the strategies are working or how they need to be modified/adapted.

Working together under this option involves 2 calls a month where I will guide you on tactics to increase engagement, written notes of our calls as well as an initial 'deep strategy' session to formulate a 12 month 'living' editorial calendar to help keep a clear focus on the goals.

\$500/month

## Option 2

This option is more hands on from my side, everything from option 1 is included and more!

Not only will I be responsible for creating/posting 3x a week (content approved by you) but I will work with you or your team member to help determine the content that you share the other 4 days.

Weekly meetings where we will review the editorial calendar, Page insights and get content scheduled, graphics discussed, ads etc. I will create graphics as needed but not as your primary source for graphics.

We will work together to design Page apps to take advantage of the marketing (important) you already have, and I will work with your team to get those implemented and promoted.

I will work with you on designing and targeting Facebook ads, as needed.

Interacting with other pages and liking comments will be shared responsibility.

\$800/month

## Option 3

If you would like me to do all the day to day work (with you approving the content) as well as more in depth work, so you are more hands off, but still overseeing then this option fits the bill.

All of the tools discussed in Option 2 will still be created, implemented in the same manner, with the exception of Facebook Ads. Ad monitoring/optimizing will be my responsibility.

Utilizing Google Docs I will present content to you a min. of a week in advance for your approval and post appropriately and engage with the posts.

Weekly meetings are vital to the success of this type of option working effectively.

\$1100/month

## **A few suggestions of ideas that can be very effective when done properly:**

- ❖ Page Apps
  - Constant Contact sign up form
  - Menu of offerings by region
  - You Tube videos
- ❖ 12 month editorial calendar to organize strategy by season, events etc.
- ❖ Limited Ticket Availability promotion (Exclusive Facebook only promotions)
- ❖ Utilize Ads, very strategic to your target market (region, education, what they read, lifestyle, etc.)
- ❖ Connecting with travel bloggers who have already written about locations you serve

## Let's talk the how and why stuff:

As you understand Facebook has many daily components (moving parts) and in the proposed options I don't go into every little detail of those components and who will do them. I work from a place of integrity and professionalism and it should be understood that if we work together that you will clearly see that in my efforts.

I take pride in representing my clients online and offline in the utmost professional manner. My integrity and professionalism is at stake and I take that very seriously, I do not accept clients that do not fit with my ethics and would try to compromise my integrity.

The information contained in this proposal may need to be massaged and tweaked but the emphasis and the concepts should be inline with what we have discussed to date. If you find something really outside of the scope of what you conveyed to me, or I missed a topic/item completely please feel free to let me know.

Rest assured, all business information that we discuss is confidential and will not be shared with anyone outside the scope of work that I am hired for.

### Some notes:

*Meetings will take place via Skype or Google Hangouts (client's choice) and should be expected to be 1 hour min (although as the times passes I find that they usually grow to less than 1 hr.)*

*Agreement is for 6 months – payment constitutes agreement or a formal contract can be drawn – Either party may terminate agreement with 30 days prior written notice.*

*Payment to be made via PayPal to xxxxxxxx*

*Payment is due monthly at the beginning of the month, prior to work commencing.*

*Additional scope of work, not discussed in this proposal, will be billed at \$60/hr or if it is a specific 'project' type item I can quote it individually.*

*All content created and used and graphics used become the property of the client.*