

Social Media Services Proposal

Strategy & Planning

- Social Media Audit (review of platforms, strengths, weaknesses, opportunities)
- Competitor & Market Research
- Monthly Content Strategy & Calendar
- Platform Growth Plan (organic + paid)

Content Creation

- Graphic Design (posts, stories, ads, reels covers)
- Video Editing (reels, TikToks, shorts)
- Copywriting (captions, hashtags, CTAs)
- Branded Templates for consistency
- Trend-based Creative Content (memes, audio, challenges)

Content Publishing & Management

- Scheduling & Posting (FB, IG, TikTok, LinkedIn, YouTube)
- Hashtag Optimization
- Story & Reel Posting
- Highlight Management (IG)
- Maintain Consistency

Community Engagement

- Replying to Comments & Messages
- Audience Interaction (likes, shares, polls)
- Building an Online Community (groups, collaborations)

Analytics & Reporting

- Monthly Performance Report
- Post-by-Post Performance Tracking
- Insights & Recommendations
- ROI Tracking for Paid Campaigns

Add-On Services (Optional)

- Paid Ads Management (FB, IG, TikTok, Google)
- Influencer Management
- Branding Kit (logos, brand guide)

- Website & Social Media Integration

Pricing Packages

Package	Basic	Standard	Premium
Monthly Posts	8–10	12–16	20+
Reels/Short Videos	2	4	8
Stories	Weekly	3–4 per week	Daily
Community Engagement	30 mins/day	1 hr/day	2 hrs/day
Reports	Basic Monthly	Detailed Monthly	Advanced Insights
Strategy Session	Quarterly	Monthly	Bi-Weekly
Price (PHP)	12,000	19,000	29,000+