Social Media Optimization (SMO) Proposal

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🗩 Project Overview

This proposal outlines a plan to improve your brand's visibility and engagement across social media platforms. Our goal is to build a consistent and professional presence for your business, engage your audience, and set the foundation for long-term growth — all within a one-time budget of ₹10,000.

Objectives

- Set up and/or optimize your social media profiles
- Create professional and branded posts
- Increase engagement through consistent posting
- Build trust and awareness among your target audience
- Guide you with best practices for continued growth

X Scope of Work

1. Profile Setup or Optimization

We will optimize up to 3 platforms of your choice:

(Facebook, Instagram, LinkedIn, Twitter, Pinterest, etc.)

- Complete profile information (bio, website, contact info)
- Branded cover and profile image design
- Username consistency and handle alignment

• CTA button setup (Message, Call Now, Website, etc.)

2. Post Design & Content Creation

- **12 custom-designed posts** (images + captions)
- Mix of promotional, informative & engagement posts
- Branded templates for visual consistency
- 6 relevant hashtags per post
- Captions written for engagement and clarity

3. Scheduling & Posting (Optional)

• Schedule all 8-12 posts over a 2–3 week period using tools like Meta Business Suite or Buffer

- Post timing based on audience activity (morning/evening slots)
- Recommendations for future posting frequency

4. Insights & Strategy Report

- Basic engagement report (reach, likes, shares, profile visits)
- Content strategy suggestions for the next month
- Hashtag bank for ongoing use
- Tips for reels, stories, and highlights

🗾 Timeline

Task

Timeline

Profile Audit & Setup	1–2 Days
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Content Creation & Design 15 Days

Post Scheduling & 1–2 Days Strategy

Final Reporting Weekly

Total Project Time: 24 business days

💰 Investment

Service	Cost (INR)
Profile Setup/Optimization (3 platforms)	₹3,000
12 Custom Posts (Design + Captions)	₹5,000
Scheduling + Insights Report	₹2,000
Total Package Cost	₹10,000 🔽
	Then Continue managing SMO Profiles

This is a one-time SMO package. Monthly management options available if needed.

C Next Steps

- 1. Review and approve the proposal
- 2. Pay 50% advance to begin work
- 3. Share login or admin access to your social pages
- 4. Project begins immediately

🖊 Approval

I, Roopesh Agrawal, agree to the scope and pricing outlined in this proposal.

Signature: _____

Date: _____