

Bidsketch

Social Media Proposal Guide

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Social Media Marketing is one of the most important forms of Internet marketing, but if you want to succeed as a social expert, then you have to learn how to write proposals. The majority of high-end companies that you really want as clients won't even consider your services if you don't submit a proposal first. If proposals aren't quite your strongest skill, don't worry, this guide will help.

This guide is a quick overview of everything you need to include in a proposal to make it as persuasive as possible. We'll cover the basics, as well as tips and tricks for getting the best results.

The Problem Statement

While many social experts will pretty much just copy and paste whatever the client posted in their request for a proposal, you can improve your problem statement by taking a few minutes to research the client to figure out the issues they have for you to solve. The client already knows what services they need, tell them why they need you.

- 1. Why does the client want to hire a social media expert?**
- 2. How does social media specifically solve their**

problem?

Best Practices:

- Take a few minutes to research the client and find out why they need social media.
- Suggest specific Social services as a solution

The Proposed Solution

After outlining the client's issue, you can make your pitch by telling the client what you would do to solve their problem. Keep in mind that the client already knows that you are a social expert (otherwise you wouldn't be submitting a proposal); they want to know what you can solve for them.

Best Practices:

- Explain how social media solves the client's problems
- Outline solutions not skills

Benefits Statement

Telling the client how you intend to solve their problems often isn't enough to convince them that they have to hire you. If you want to make your proposal as persuasive as possible, then you'll also want to include a benefits statement. This section tells the client how social media can help them in terms of direct ROI.

- Outline specific social goals with direct ROI
- Explain how your services will improve their social platforms

Best Practices:

- Outline expected ROI in terms of customers, traffic, and ranking
- Explain, in simple terms, what social media can improve for their business.

Pricing Information

Your pricing section has to be well organized, easy to understand, and should offer value to the prospective client. If you were reading a proposal for something that you needed and you couldn't understand the pricing, then you would probably not make the hire. Most clients are going to be the same way.

Best Practices:

- Focus on offering value via ROI not low prices
- A budget schedule that outlines timelines and deliverables is appropriate for most social contracts
- Break pricing down so that the client sees what they get,

Call to Action

If you've done a great job with your proposal so far then you may have convinced the client to contact you. Unfortunately that doesn't mean they will. Clients will often go about their day and intend to get back to you later, and then forget all about you. Use your call to action to ask them to do it now, before life gets in the way.

Best Practices

- Ask for action
- Tell the client how to contact you
- Outline the hiring process so that they know what to expect

Final Checklist

Checklist	Items
5 Element Structure	Problem Statement, Proposed Solution, Value Statement, Pricing Information & Call to Action
Design or Theme	In the Header & Footer
Content	Spellcheck & proofread
Relevancy	Take out irrelevant language

Good luck writing your Social Media proposals