

Social Media Advertising Proposal

1. Company Information

Client Name:

Company:

Date:

2. Executive Summary

Brief overview of the proposal and the goals for the social media advertising campaign.

3. Campaign Objectives

- Objective 1
- Objective 2
- Objective 3

4. Target Audience

Describe the demographics, interests, and behaviors of the intended audience.

5. Proposed Platforms

- Facebook
- Instagram
- Twitter
- LinkedIn
- Other

6. Advertising Strategy

- Ad formats (Image, Video, Carousel, etc.)
- Content themes
- Frequency and timing

7. Budget & Schedule

Proposed Budget:

Timeline:

8. KPIs & Measurement

- Reach/Impressions

- Click-Through Rate (CTR)
- Conversion Rate
- Engagement
- Other relevant metrics

9. Deliverables

- Number and type of ad creatives
- Reporting schedule
- Ongoing management

10. Terms & Conditions

Outline of proposal terms, payment schedule, and agreement clauses.

11. Acceptance & Signature

Client Signature: _____

Date: _____