

Social Media Marketing Automation, Execution & Engagement Proposal

Prepared by Don L. Plehn Jr
December 2018

The purpose & goal of this proposal is to provide your company with a detailed social media marketing automation strategy designed to expose your companies brand, product and service. With a core focus on delivering a “World Class Social Experience” this social media marketing strategy will ensure that from an social marketing perspective your organization leaves no stone unturned. While it may seem overwhelming, social media marketing cannot be overstated. It’s so important that 97% of marketers are using social media and 78% of companies outsell their competition by using social media for their business. This proposed strategy will include multiple social media categories, as seen below.



Social Media Marketing Strategies & Proposal Breakdown

- ✓ About Don – Experience Overview
- ✓ Facebook & Twitter Marketing Benefits
- ✓ Instagram & Pinterest Marketing Benefits
- ✓ LinkedIn & Google+ Marketing Benefits
- ✓ Social Media Automation
- ✓ Execution Process & Methodology
- ✓ Engagement Proposal Overview



About Don L. Plehn Jr | Social Media Marketing Expert

Prepared By Don L. Plehn Jr
Big Fox Marketing, Inc.
1 (818) 669-5711
TheBigFoxTeam@gmail.com

Currently the Founder and CMO of Big Fox Marketing, I am award winning digital marketing expert with a core focus on developing and executing email marketing strategies for small to medium size businesses. With more than 15 years of marketing experience I bring a wide range of marketing expertise, including but not limited to, social media marketing strategies, social audience identification, Social platform automation and social media advertisement execution. If Your company is looking for a true expert, with experience in growth hacking, exposing brands and acquiring new customers then look no further.

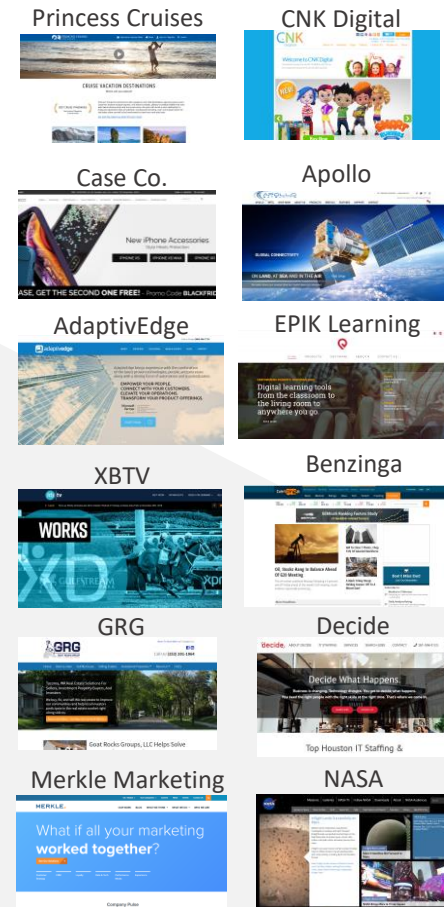
Don's Social Media Platform Knowledge and Expertise



Don's Core Platform Focus

- ✓ Facebook Marketing Execution
- ✓ Twitter Marketing Execution
- ✓ Instagram Marketing Execution
- ✓ Pinterest Marketing Execution
- ✓ Google+ Marketing Execution
- ✓ LinkedIn Marketing Execution

Don's 2018 Client Portfolio



The Word On The Street About Don, Is;



Stephen Soper, CEO

Don is an incredible asset on many different levels. His Insight and expertise shines bright in his performance.



Armie Carabet, CEO

Working with Don is an absolute pleasure. He brings vast knowledge in marketing and has helped expand our product and brand across the US.



Timothy Green, CEO

Don's experience and ability to execute marketing strategies has helped our company grow by more than 1000%. We love Don!



Jason Raznick, CEO

Bringing Don on-board was a GREAT decision. His ability to adapt, identify challenges and quickly execute solutions is one of his many strengths.



You already know using **Twitter and Facebook** is beneficial for your business, but why is that, exactly? Social media marketing for business is all the buzz these days, but do you genuinely know the benefits of using channels like Twitter and Facebook for your business? Let's go through a basic list of benefits these two social media sites offer that impact not only your online presence, but also your online success. Here is a brief overview of the benefits of marketing your business on Facebook and Twitter.

Why Market Your Business On Facebook?

Facebook is the #1 social media platform used by businesses. With over 2.01 billion active users each month, it isn't hard to imagine why so many businesses, large and small, have chosen to use Facebook as a means of interacting and engaging with their customers. If you're considering a Facebook page or aren't sure how to use your business page more effectively, I have outlined some of the key ways Facebook helps your business so you can start reaping the benefits of social media.

Top 10 Facebook Marketing Benefits

- ✓ Build long-term relationships
- ✓ Efficient channel of communication
- ✓ Market research with FB page insights
- ✓ Low cost marketing solution
- ✓ Centralize your audience
- ✓ Drive traffic to your website
- ✓ Target more effectively
- ✓ Reach a larger audience
- ✓ Distribute mobile content
- ✓ Competitive research functionality

Why Market Your Business On Twitter?

Twitter is an Internet social medium where users can post brief online messages known as "tweets." Posts can consist of a maximum of 140 characters and are available to other Twitter users around the world. For cash-strapped small-business owners, using Twitter can be a cost-effective way to reach customers and prospects around the world. If you're still considering marketing your business on Twitter, I have outlined some of the key ways Twitter helps your business so you can start reaping the benefits of social media.

Top 10 Twitter Marketing Benefits

- ✓ Drive traffic to your web pages
- ✓ Researching industry trends
- ✓ Generating new leads
- ✓ Showing your brand's personality
- ✓ Network with others
- ✓ Distribute content
- ✓ Communicate your brand
- ✓ Boost your SEO
- ✓ Improve your chances of engagement
- ✓ Reach a larger audience

Facebook

SOCIAL SHARING SITE THAT HAS 1+ BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES

COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

1+ BILLION ACTIVE USERS

Twitter

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION in the US BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

241 MILLION ACTIVE USERS



Instagram and Pinterest are the two main visual social platforms—and businesses can use them to create brand ambassadors and even attract new customers by communicating the “personality” of your brand. But many businesses are still wrapping their arms around the entire concept of social media, much less figuring out the optimal frequency of posts, what images resonate best, etc. So let’s start with a few basics. Here is a brief overview of the benefits of marketing your business on Instagram and Pinterest and Twitter.

Why Market Your Business On Instagram?

With over 800 million monthly active users and over 500 million daily active users, Instagram has come a long way since it originated in 2010, and businesses are starting to take note. Since its inception, Instagram has proven to be a powerful marketing tool for businesses looking to expand their presence and the visibility of their products. If you have not jumped on the Instagram bandwagon yet, you may be doing your business a great disservice.

Top 10 Instagram Marketing Benefits

- ✓ 1/3 of Instagram users have made a purchase through Instagram
- ✓ Instagram has the most advanced audience options available
- ✓ Sales and leads are trackable for a clear ROI
- ✓ Instagram Differentiates Personal Profiles from Business Profiles
- ✓ Instagram’s users are typically an unreached customer base
- ✓ Build an audience that will stay connected with your brand
- ✓ Strengthen your relationship with followers
- ✓ Learn the likes and dislikes of your customer base
- ✓ Instagram is a visual platform
- ✓ Use Instagram to fuel additional marketing efforts

Why Market Your Business On Pinterest?

When it comes to marketing your business, your next step should be pinning with the queen of visual social media networks, Pinterest. Shareaholic.com reveals that Pinterest has increased its traffic driving capacity up to 15.10% from 4.79% in just 2 years (from December 2016 to December 2018). This increase has had a huge effect for brand exposure through digital marketing for small businesses all across the US. Here are the top 10 benefits of marketing your business on Pinterest.

Top 10 Pinterest Marketing Benefits

- ✓ Longer post exposure
- ✓ Free marketing from your Pinterest fans
- ✓ Strengthen your brand
- ✓ Drive traffic to your website
- ✓ Market research with Pinterest analytics
- ✓ Gain new customer loyalty
- ✓ Be an authority in your line of business
- ✓ Customer engagement through contests
- ✓ Widen product exposure
- ✓ Boost product sales and customer engagement



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF #HASHTAGS AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NATIONAL GEOGRAPHIC

200 MILLION ACTIVE USERS



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE: 17% MALE 83% FEMALE

20 MILLION ACTIVE USERS



At the highest level Google+ and LinkedIn are both about finding and engaging with the right people, but the way they achieve this is very different. Think of LinkedIn as a giant CRM system. On the most basic level LinkedIn was designed to make it easy to find individuals that meet a given criteria. Google+, on the other hand, has been designed from day one as a social platform, indeed it is the social layer that connects all of Google's products. As a result the level of engagement and sharing tends typically to be much higher on Google+ than LinkedIn. Perhaps however choosing one or the other is a false choice, what if as a businesses you embraced both platforms? Here is a brief overview of the benefits of marketing your business on Instagram and Pinterest and Twitter.

Why Market Your Business On LinkedIn?

LinkedIn can be a powerful tool for individuals and companies looking to make new connections, generate leads, and build their brand. While it's an important platform for all businesses, LinkedIn can be a true game changer for your company. With the average household income per user hitting \$109,000, which is much higher than Twitter, Facebook, and the other social networking power houses, you know you are dealing with people who mean business.

Top 10 LinkedIn Marketing Benefits

- ✓ LinkedIn is even more important to B2B than Facebook.
- ✓ LinkedIn is the third most used social platform among businesses
- ✓ Statistics show LinkedIn as the most effective for product launches
- ✓ LinkedIn is one of the most effective ways to recruit new talent
- ✓ Research suggests LinkedIn is the most effective for Lead-Gen
- ✓ LinkedIn is the ideal network for establishing thought leadership
- ✓ LinkedIn can improve professional face-to-face relationships
- ✓ LinkedIn gives your brand increased search visibility
- ✓ LinkedIn posts have the potential to reach all your page followers
- ✓ LinkedIn is the most effective social platform for content distribution



LINKEDIN

BUSINESS ORIENTED
SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS
GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS ARE 35 OR OLDER

in 300 MILLION USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

25-35 YEAR-OLDS ARE THE MOST ACTIVE

g+ 540 MILLION ACTIVE USERS

Why Market Your Business On Google+?

Well, it is owned and operated by Google of course. And as a generalization, like YouTube and Google Places for Business, Google+ profiles do have some perks in getting ranked/indexed by Google. You increase the odds of getting highly targeted visitors from Google's organic search results if you have a Google Plus account. Similar to Facebook's "like", Google has "+1" votes. The more +1's your pages and posts have the better. Google+ profiles and pages can have a significant impact on search rankings.

Top 10 Google+ Marketing Benefits

- ✓ High Correlation between Google+ and search rankings
- ✓ Posts with authorship are recorded to get better search ranks
- ✓ Google+ (dofollow) links pass link authority, thus help ranks.
- ✓ Publisher markup
- ✓ Searchable hashtags
- ✓ Social extensions in your Google ads
- ✓ Helps businesses in local SEO
- ✓ Each post on G+ has its own URL
- ✓ Posts shared on G+ get indexed easily
- ✓ Users now need to login to Google+ to comment on YouTube



Social Automation Scheduling | Cross Platform Social Media Distribution

Buffer is a powerful app that can automate your social media posts and take your social engagement to the next level. With Buffer, you can save both time and energy trying to handle all of your social posts manually. Buffer is super easy to use, which is partly why it's so popular. When you connect a social network to Buffer, you can start composing new posts to add to your post queue. Your post queue is where all your scheduled posts live as they wait to be posted. Posting times are set up by default in your settings tab, which have been optimized for certain peak engagement times of the day (however you are free to customize these posting times any way you want).

Complete Social Media Automation, Management and Scheduling

The screenshot displays the Buffer web application interface. At the top, the Buffer logo and tagline "Your smarter way to share" are visible. The main content area shows a post queue for "Thursday 22nd November" and "Monday 19th November". A video post from "Guangzhou'2012/CHINA" is featured, along with a text post about user testing. The left sidebar lists connected accounts for Twitter, Facebook, LinkedIn, and others. The right sidebar shows analytics for the selected post. A smartphone in the foreground displays the Buffer mobile app interface, showing a post from "Wednesday 14th November". Social media icons for Instagram, Facebook, Pinterest, LinkedIn, and Twitter are positioned around the interface, with arrows indicating integration.

Schedule social media posts for your preferred times. Schedule posts for all of your social accounts at once, and Buffer will publish them automatically, according to the posting schedule you put in place.

Review your analytics to see how your posts are performing. You can use the analytics to see your social media performance, understand how to improve your results, and create reports for your manager or clients.

Manage all your social accounts in one place. Schedule content and check analytics for all your social accounts in one place, rather than going to six different networks.

Add multiple team members and set access levels. You can add up to 25 team members to your Buffer account and give them the appropriate access levels — full posting access or approval required.



Performance Driven | Social Media Process & Methodology

I am a full-service Social Media expert equipped to handle all aspects of your social media marketing. That includes drafting a strategy, creating compelling content, maintaining a social media calendar, posting content on all platforms and providing you reports and analytics. What's important to know about my process is that I don't consider you just another organization to toss into a template because I don't use one and successful social media can't be cookie-cutter. Your story, products, and customers' needs are unique, so I spend time listening, researching, and learning as much as I can to create a customized process that delivers results. My social media marketing strategy process will follow the steps below.

Social Media Process & Methodology





Social Media Marketing Automation, Execution & Engagement Proposal

The digital marketing industry is a vibrant and ever growing industry that I am excited to be a part of. Although this proposal is designed specifically for your company, I have executed similar social media marketing strategies for many clients with great success. This proposal identifies the development and execution deliverables, goals, key performance indicators, engagement timeline and solution options. Please note, if you would like to create a hybrid of various action items listed below that is an option as well. Thank you very much for your consideration and I look forward to working with you to help execute your new social media marketing and automation strategy.

\$699.00 Per Month	\$999.00 Per Month	\$1299.00 Per Month	\$1999.00 Per Month
LET'S GET STARTED	NEXT LEVEL	BEST PRICE TOTAL IMMERSION	AMBASSADOR AMPLIFICATION
Reporting & Analytics	Reporting & Analytics	Reporting & Analytics	Reporting & Analytics
Social Media Audit	Social Media Audit	Social Media Audit	Social Media Audit
Content Creation & Scheduling	Content Creation & Scheduling	Content Creation & Scheduling	Content Creation & Scheduling
1-2 Social Networks	2-3 Social Networks	★ 6 Social Networks	6 Social Networks
3 Posts per Week	4-5 Posts per Week	★ 5 Posts per Channel per Week	5 Posts per Channel per Week
1 Conference Call per Month	2 Conference Calls per Month	★ 4 Conference Calls per Month	4 Conference Calls per Month
	1 Custom Graphic	★ 4 Custom Graphics	Custom Graphics
	1 Paid Ad per Month	★ 2 Paid Ads per Month	★ 4 Paid Ads per Month
	1 Boosted Facebook Post per Month	★ 4 Boosted Facebook Posts per Month	★ 8 Boosted Facebook Posts pm
		★ Marketing Strategy	Marketing Strategy
			★ Social Influencer Outreach
			★ Blogger Outreach

Proposal Engagement Terms

- **Start Date:** Available for Immediate Engagement
- **Project Completion:** Continued until otherwise directed to stop or pause the campaign
- **Cancellation:** Month-to-Month - 30 days notice of termination by either party required

Lets Have A Conversation!

Contact: Don L. Plehn Jr.
 Email: TheBigFoxTeam@gmail.com
 Phone: 1 (818) 669-5711

