

# Social Media Marketing Proposal

This social media marketing proposal, designed by Stephanie Howard, is created exclusively for use by Marie Osmond.

## 1. EXECUTIVE SUMMARY

The following social media marketing proposal was uniquely crafted for Marie Osmond. The suggested social media strategies and implementation procedures are based on the results of extensive analysis, study of trends, and application unique to Marie Osmond. I believe my proposal provides a complete social media marketing strategy that will culminate successful results for your channels.

I offer a skill set comprised of social media experience, content creation, and marketing. I will not only manage your twitter, Instagram, and facebook accounts but I will create a brand for you. This brand is all about who you are and what you uniquely have to offer your audience. I will assimilate this brand into your social media channels through the content posted. This new branded content will be relevant, engaging, and generate growth on all of your social channels. I will, on a weekly basis, collect data on the growth of your channels and send you a monthly report reflecting your channels' progression.

## 2. SITUATION ANALYSIS

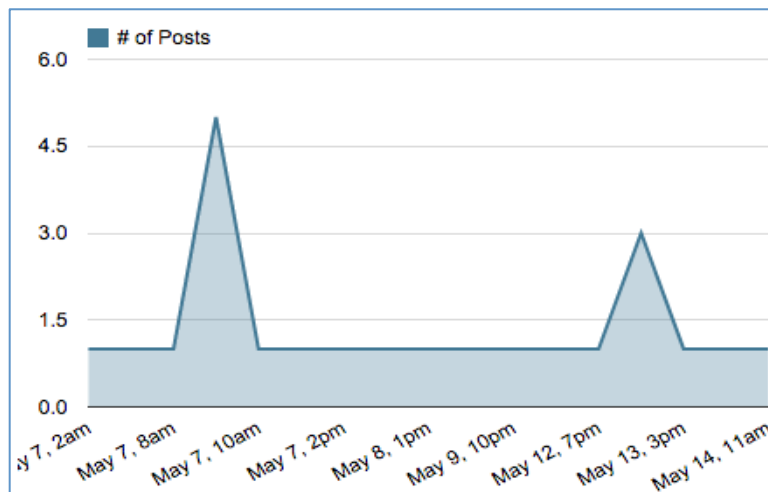
### a. Overall

#### i. *Reach and impressions*

Current trends in your social media channels show that the potential for reach and impressions is large. *Reach* is how many unique followers you have. For example, if you have 500 followers and you post on instagram, your reach is 500. *Impressions* take into account the number of times you post. For example, posting twice to 500 followers gives you 1,000 impressions. You have great *reach* and *impression* potential simply due to the large number of followers you have on each of your channels.

#### ii. *Engagement*

While you have many followers, your channels are lacking engagement from them. The graph below shows posts others have done regarding you. In a one-week timespan we see only 23 posts from 21 other followers. This means our priority will be engaging your followers to generate activity, traffic, and growth.



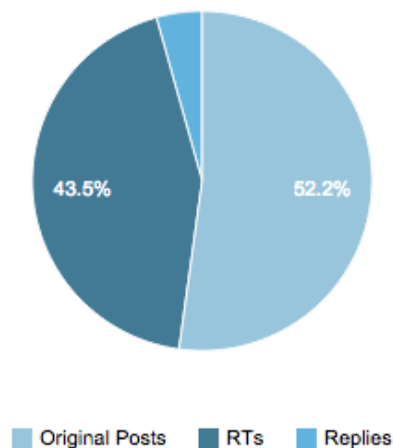
### iii. Branding

Although you frequently post on your channels, the posts do not represent your image. When a fan visits a celebrity's social media, they want the social media channel to reflect the personality and uniqueness of that celebrity. The current "voice" of your social media does not portray what you want to represent. We want to brand you on your social media to reflect the very thing your fans love about you. For Disney, it's not about making movies, their brand is *magic*.

## b. Specific Channels

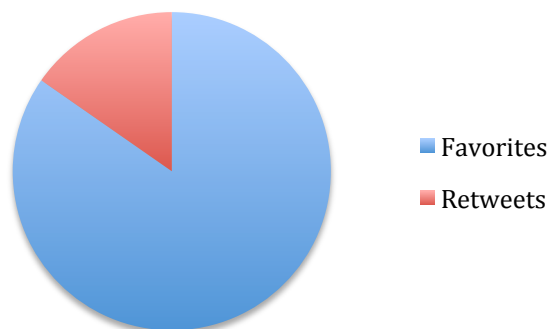
### i. Twitter

In my analysis of your twitter account, I first noticed the number of people you are following. You are following 10.9K people, which is a lot more than you should be. My assumption is that your current social media coordinator followed a lot of people in order to get "followed" back. This would consistently grow numbers, but not in an effective way. Your twitter account is also lacking relevant content for what twitter's use should be. Twitter is first for informing, and then about entertaining. This is why, as shown in the graph below, you have more original posts than retweets and replies. The goal is to make original posts the smallest portion of the pie.



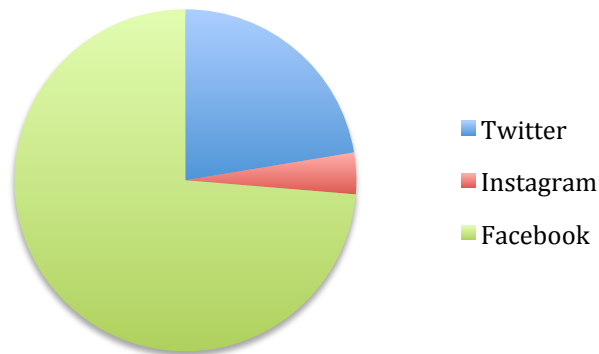
### ii. Instagram

Your Instagram is impersonal and contains much of the same content as your twitter. In certain cases, this is okay, but you do not always want these accounts linked how they are. Like twitter, Instagram has a specific use and purpose: to connect. Your fans want to see you from a more personal view. Your Instagram is also lacking engagement from your followers because the posts don't prompt interaction or connection. We can see this by the lack of comments we have compared to favorites.



### iii. Facebook

Your facebook has the largest following and a lot of interaction, which is good. However, the posts are too frequent and often link to the wrong channels. Also, the type of content being posted is twitter-based content. Facebook is for telling stories, rather than connecting or informing. We want to build your twitter and Instagram to larger channels.

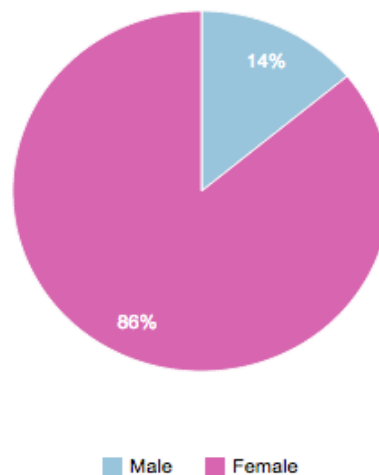


## 3. TARGET AUDIENCE

### a. Demographics

#### i. Women, ages 18-60.

According to all three of your channels, 86% of your followers are women. For this reason, our target audience is women. The reasoning behind the age spread of 18-60 years old is that social media is built on the foundation of teens, ages 14-19. This is why I include the 18-year-olds. However, I feel that what you have to offer is something any adult woman can relate to and enjoy.



## 4. PLAN, GOAL, & IMPLEMENTATION

### a. Brand

#### i. Health & Beauty

While the brand “Health & Beauty” seems general, we will implement it in a way that is personalized to your unique attributes and qualities. When I surveyed 20 people within my close circle about what they felt Marie Osmond represents, I received responses like:

“She is someone who shines through adversity”.

“Marie is the epitome of classy”.

“Marie Osmond strikes me as someone who is healthy in every aspect of life. She is just a well-rounded person.”

I also reviewed the most popular posts in the last month on your twitter, Instagram, and facebook; they all centered on the idea of health and beauty. Hot articles about you in the news also seem to focus around this brand. For these reasons I believe we should reshape your social media to brand you as a classy, healthy, and beautiful woman.

## **b. Social Channels**

### ***i. Twitter (for informing/entertaining)***

The goal for twitter is to engage your followers with relevant content. Our priorities for this channel are **favorites** and **retweets**. Right now you average about 109 favorites for every post, and 22 retweets. I am going to increase those numbers by 100% in 16 weeks. You will have an average of 218 favorites, and an average of 44 retweets per post. I also plan to add at least 5 new followers a week.

The plan for implementation:

- Tweet 2-3 times a day, according to trends
- Link only purpose-relevant posts from instagram to twitter.
- Link to vines and to your website.
- Inform the audience of things you are involved in, such as your shows, non-profit work, hobbies, and other daily/weekly routines.
- Post brand-specific content about health and beauty.
- Collect a weekly report of Social Media growth and progress.

### ***ii. Instagram (for connecting)***

My goal for Instagram is to increase your followers by 1,000 in 6 months, putting your Instagram to 30K followers. Our priority for this channel's engagement is **comments**. Only 2% of your Instagram activity is comments, while the other 98% is favorites. My goal is to make comments 25% of your Instagram activity in 6 months.

The Plan for Implementation:

- Post 1-2 times a day on Instagram.
- Humanize your image to your followers through personal photos. This includes selfies of things you are doing in your daily life. It will require you to take some personal photos of when you aren't red-carpet ready. (I can work with your assistant in getting your weekly itineraries or photos of you to use in creating my posts if you like).
- Engage followers with prompting posts. An example would be posting a photo of two dresses you own laid out on your bed and asking fans which you should wear to your performance that night.
- Link relevant photos to twitter to generate cross-traffic.
- Post brand specific content about health and beauty.
- Collect a weekly report on growth and progress of the channel.

### ***iii. Facebook (for telling stories)***

The goal for facebook is to direct its traffic to your other social channels, while retaining the following you currently have. The priority for this channel is **shares**.

The Plan for Implementation:

- Post 2-3 times a month.
- Tell relevant, inspiring stories that you have to offer. An example of this would be a story you tell about something that happened presently or in the past.
- To accomplish this, I would need to communicate with you on a monthly basis to type up one or two of your stories.
- Post brand-specific content.
- Collect weekly report on growth and progress of the channel.

## 5. COST & FEES

### a. Monthly fee

#### i. \$2,800

The pay range for a social media expert is anywhere from \$15/hr to \$300/hr based on the employer, the number of channels being managed, the level of experience, any additional work such as research, and whether the social media coordinator is freelance or not.

The rate I charge is \$35/hr based on the above mentioned conditions. I have social media and marketing experience. I am also freelance, which means that at the end of every year, I will need to compensate for the taxes that will be taken from my account.

At \$35/hr I would be working:

4 hrs a day	(\$140)
20 hrs a week	(\$700)
80 hrs a month	(\$2800)

#### i. What You're Getting

- I will post daily to your twitter, Instagram, and facebook.
- I will create research-proven and channel-specific content to post.
- I will actively assess and grow your channels to meet the outlined goals.
- I will research and collect weekly data on the progress of your channels, which includes sending you a monthly report.
- I will brand you across your channels under an agreed upon brand (I pitched the idea of health and beauty based on my research, but it's up for discussion).
- I will assist with any additional projects or events you are involved in via social media.

## 6. ACCEPTANCE

Prior to contractual agreement, this proposal may be amended upon collaboration with the client, Marie Osmond, at the discretion of Stephanie Howard.

Your signature below indicates acceptance of this social media marketing proposal. After receiving a signature, another contract will be created with the legal terms and conditions of the agreement.

Stephanie Howard

Representative: Stephanie, Social Media Marketing Coordinator

9835 Manila Circle, Cedar Hills UT  
801.425.2360

Signature: \_\_\_\_\_

Date: \_\_\_\_\_