Social Media Management Proposal

Prepared by the agency for the client. Signing the acceptance section turns this proposal into a binding order on the terms below.

PROPOSAL NO. | DATE | VALID UNTIL

Prepared by

COMPANY | CONTACT PERSON

EMAIL | PHONE | GSTIN

Prepared for

CLIENT ORGANISATION | ATTENTION OF

Overview

We will plan, create and publish content on your social channels every month, reply to your community, and report on what is working.

YOUR GOALS, AS WE UNDERSTAND THEM

Scope of work

- Monthly content calendar for approval by the 25th of the previous month
- Design of static posts, carousels and short-form reels
- Scheduling and publishing; community replies during business hours
- Monthly report on reach, engagement and follower growth

Plan and timeline

Phase	What you get	Typical time
Onboarding	Audit, tone of voice, templates	1 week
Monthly cycle	Calendar, creatives, publishing	Each month
Quarterly review	Strategy refresh	Every 3 months

PROPOSED START | TARGET COMPLETION

Investment

MONTHLY FEE (₹)	POSTS PER MONTH	REELS PER MONTH

Prices exclude GST unless stated. Invoices are payable within 15 days. Work beyond the scope above is quoted separately through a change order.

Assumptions and exclusions

- Two rounds of revisions per creative.
- The client owns the accounts and gives the agency admin access, removable at any time.
- Paid boosting and influencer collaborations are budgeted separately.

Acceptance

By signing, the client accepts this proposal and authorises the agency to begin. Detailed terms (confidentiality, IP, liability) follow the agency's standard terms of service unless a separate contract is signed.

BILLING NAME AND ADDRESS	CLIENT GSTIN

PO NO. (IF ANY)	SIGNATORY DESIGNATION

Client

SIGNATURE

PRINTED NAME

DATE

Agency

SIGNATURE

PRINTED NAME

DATE