

EXECUTIVE SUMMARY:

We are excited to present a comprehensive proposal for Louis Kitchens, outlining a strategic social media advertising campaign designed to elevate brand visibility and attract new clients.

CAMPAIGN OBJECTIVES:

Our objectives include increasing brand awareness, generating leads, showcasing your work, and driving traffic and sales.

STRATEGY AND APPROACH:

Our approach includes audience targeting, platform selection (Facebook, Instagram, Tiktok, Twitter, Pinterest), content creation, paid advertising, and lead generation strategies.

SCOPE OF WORK:

Social Media Strategy Development:

- In-depth analysis of target audience.
- Identification of key messaging and value propositions.
- Development of a content calendar and posting schedule.

Content Creation and Posting:

- High-quality images and videos showcasing completed kitchen projects.
- Informative posts and articles on kitchen design trends and tips.
- Regular posting to maintain a consistent online presence.
- Testimonials and success stories from satisfied customers.
- Behind-the-scenes glimpses of your exceptional customer service.
- Seasonal promotions, discounts, and special offers.
- Interactive content such as quizzes, polls, and contests to encourage audience participation.

Ad Campaign Creation and Management:

- Development of targeted ad campaigns on selected platforms.
- Continuous monitoring and optimization of ad performance.

Lead Generation Form Setup:

- Implementation of lead generation forms and CTAs to capture prospect information.
- Integration with your CRM system for seamless lead management.
- Analytics and Performance Tracking:
- Regular monitoring of key performance indicators (KPIs).

Detailed monthly reports on engagement rates, leads generated, website traffic, and conversion metrics.

BUDGET:

We have outlined a comprehensive budget for the social media advertising campaign tailored to achieve Louis Kitchens' objectives. The proposed budget covers various aspects of the campaign, ensuring a well-rounded approach to maximize results.

6.1. Content Creation and Posting:

- High-quality images and videos showcasing completed kitchen projects.
- Content Creation and Copywriting
- Informative blog posts, articles, and captions for social media posts.
- Posting Frequency: 4-5 posts
- Regular posting to maintain a consistent online presence.

6.2. Ad Campaign Creation and Management:

- Platform Advertising Spend: **13%** of the the total monthly fee will be put towards sponsored ads per month. **(Please note that additional sponsored ad fee may be requested depending on goals)**
- Allocation for paid advertising on Facebook, Instagram, and Pinterest.
- Ad Campaign Management
- Continuous monitoring and optimization of ad performance.

6.3. Lead Generation Form Setup:

- Form Integration Fee
- Integration with Louis Kitchens' CRM system for seamless lead management.

6.4. Analytics and Performance Tracking:

- Monthly Reporting and Analysis
- Detailed monthly reports on key performance indicators.

6.5. Miscellaneous:

- Contingency Fund (We might ask for additional amount
- Additional budget for unforeseen expenses or adjustments based on campaign performance.

6.6. Total Monthly Budget:

The total monthly budget for the Louis Kitchens social media advertising campaign is calculated by summing the costs outlined above:

Total Monthly Posting Fee + Platform Advertising Spend + Ad Campaign Management Fee + Monthly Reporting and Analysis Fee + = **\$150** payable at the beginning of each cycle.



Next Steps:

Payment of Initial Fee

We will commence work upon payment of full amount.

The initial content calendar and the first set of social media posts will be delivered within 2 days.

Monthly deliverables will be provided on an ongoing basis, as outlined in the agreed-upon content calendar.

We are enthusiastic about the prospect of collaborating with Louis Kitchens to achieve your brand recognition and lead generation goals.

Sincerely,

Shumirayi

Marketing and Sales

Bint Technologies