

Dear (Company Owner):

Thank you for taking the time to meet with our group and for considering my proposal for BMZ Motors' social media marketing needs. I'm glad we had the opportunity to speak so that we could get a clear understanding of your goals and expectations for this social media campaign.

In this campaign, I focused on quality growth more than anything. When speaking to you, you put a big emphasis on family and community, which is reflected in the plan below. The content is designed to be enjoyed and understood by all, while each platform aims at a slightly different audience.

I believe my proposal provides a complete social media marketing strategy which will result in high quality success for your business both on and off line.

If you have any questions, feel free to reach out!

Thank you,

Moira Krier

## Business Goals

At the end of this campaign, the main goal for your overall business is to have increased local reach, enhanced online PR strength, and have an audience that converts to sales. On top of that, the goal for your business is to have an established brand. During our meeting, you mentioned wanting to establish a cohesive brand, which is going to be key when it comes to customers, both current and potential, remembering you, your business, and the services you provide. Lastly, I want this campaign to provide you with a usable social media plan to continue with after the six weeks has ended. You mentioned that your least favorite part about running the social media marketing was the time that it takes up. You wanted to be able to have the social media marketing do the most that it can, without pulling you away from work and family.

## Social Media Goals

The main goal of this estimated six week campaign is to grow BMZ Motor's social media reach to people in and around your geographic area. Facebook is the number one priority platform in this campaign. Followed by Instagram, then Twitter. Goals for each network are highlighted below.

### Facebook

1. Grow from 2 to 500 page likes
2. Have 10 reviews posted
3. Get 20 customer 'check-ins'
4. Post ten times per week

### Instagram

1. Grow from 156 to 300 followers
2. Have an 18% engagement rate, currently 9.03%
3. Post once per day

### Twitter

1. Grow from 7 to 100 followers
2. Original tweets at least twice per day
3. Engaging with brands & individuals daily

## Our Team

Our team is looking forward to the opportunity to work with you and putting this social media marketing campaign into action. Each one of us brings a different experience to the table, and many different approaches to this challenge. After our initial meeting, we spent most of the remaining class period discussing different idea, approaches, and concepts for our proposals.

## Content & Scheduling

### Facebook

Content on Facebook is going to be centered on increasing local awareness of your business. Efforts will be focused on getting more Page Likes, Shares, and Reviews. We will be posting 10 times each week on Facebook. Seven of these ten will be cross-promoted content from Instagram, and will be covered in the next section. The remaining three posts each week will be a mix of the following:

- Automotive News: A short summary of an interesting/informative article on cars, and linking to it
- Giveaway Post: One in March and one in April. Would like to do a paid promotion Boost for this post. Each would encourage customers to like BMZ's page, comment on the post, like the post, and then share it. Each would be a drawing on a set date, and would give the winner a free oil change or similar.
- Creative Car Related Posts: Longer form, more text-driven posts about cars. Eg things you need in your car, what to check for Car Care Month, and defining common car terms the average person may not know.
- Video FAQ: A short video (60-120 seconds) answering a frequently asked question from customers. Would be great to rotate who was answering the questions to see everyone, including (Owner's Family)!
- What We Do: Posts describing different services that BMZ offers. I would like to do a paid promotion for a post that targets parents of high school students and recent graduates who may be in the market for buying a used car, and talks about the new driver inspections services BMZ Motors offers.

## Instagram

A large amount of this Instagram strategy is based around what BMZ Motors has posted in the past, fun and more lighthearted content. Content we want to include is the meme style photos, an informative/factual post, before and after fixes, car envy, as well as photos and videos from the shop. In order to post content that is fresh, new, and relevant, it would be best for the team members to stop in weekly or every two weeks to get photo and video content. Any reviews that are posted Facebook will be put on a graphic for Instagram as well, and posted through the week as a additional post. The suggested weekly calendar is below. It is subject to change depending on viewership results, but acts as a starting guideline

- Monday            Factual/Informative (based off of FAQ or general good practice)
- Tuesday          Meme/Funny Photo
- Wednesday      Car Envy (Regrammed)
- Thursday        Photo/Video from the shop
- Friday            Meme/Funny Photo
- Saturday        Photo/Video from the shop
- Sunday           Before & After

Instagram also offers Instagram Stories, which is also a significant part of the campaign. Given that my team and I are not able to be in the shop regularly, I would encourage you to share the day-to-day happenings on Instagram. Content that does exceptionally well here are before and after photos, as well as unique video from behind-the-scenes work that the average customer might not see, as well as interesting things that come in the shop like funny bumper stickers or excessively worn parts.

## Twitter

The Twitter strategy is an interesting take. It requires a different approach than Facebook or Instagram, requiring more engagement with others, balanced with original content. Twitter has become more conversational and informal over time, with many companies preferring to use a casual chat kind of engagement strategy as opposed to highly regimented ones of the past. There is two post types I suggest for Twitter:

1. Hashtag engagement

These posts will engage with different trending ideas and often be mixed with photos when it works. This will change based on what is trending but will include things like #TuesdayMotivation and #IKnowThisIsASTupidQuestionBut, and contain content pertaining to BMZ Motors and the car world on twitter in general. These posts will be done earlier in the day most days, between 9 and 11 AM.

## 2. Engaging with Brands & popular individuals in the car world

Twitter is very chat-conversation driven. Follows, likes, and retweets are earned through engagement and outreach. By engaging with car brands (Tesla, Ford, Toyota, etc) as well as a variety of popular individuals within the car world (Chris Hosford, Mpgomatic, etc), BMZ Motors can be seen as a voice within the online car world. These tweets will be done throughout the day to allow for a variety of content at a variety of times.

## Anticipated Results

This proposal has a strong content strategy, which will provide for quality, measurable growth in followers, likes, and shares across Facebook, Instagram, and Twitter. Each platform provides its own challenges, but with this proposal, I expect to reach the social media goals, and surpass them.

Note: If there are any aspects of other proposals you would like to incorporate into your social media strategy, absolutely let me know and my team and I can make that happen!

## Acceptance

Your signature below indicates acceptance of this social media marketing proposal and entrance into a contractual agreement with my proposal beginning on the signature date below:

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