



Sample Scope of Work Proposal

Social Media Options



Scope Option #1 – *Light* Social Media Management

Light Social Media Management:

Instagram:

- Initial set-up ----- Included
- Feed/Static Posts ----- 3x/week
- Branded Stories (template creation) ----- 2x/week
- Highlights (+ highlight thumbnail creation) ----- Included
- Add stories (single frame, if applicable) ----- 2x/week

Facebook:

- Initial set-up ----- Included
- Feed/Static Posts ----- 3x/week
- Share check-ins/reviews ----- 2x/week

Ongoing Community Management:

- Engage with audience/hashtags/
DMs/geotags/similar accounts ----- 2x/day

Content Creation:

- Video shoot/quarter ----- 1
- Photoshoot/quarter ----- 1
- Branded design/month ----- 4 or 5
(i.e. Infographics/shareable posts; # of posts depends on calendar)

Boosted/Sponsored Post Management:

- Recommended monthly ad spend budget: \$100/month



Scope Option #2 – Medium Social Media Management

Medium Social Media Management:

Instagram:

- Initial set-up ----- Included
- Feed/Static Posts ----- 4x/week
- Branded Stories (template creation) ----- 3x/week
- Highlights (+ highlight thumbnail creation) ----- Included
- Add stories (single frame, if applicable) ----- 3x/week

Facebook:

- Initial set-up ----- Included
- Feed/Static Posts ----- 4x/week
- Share check-ins/reviews ----- 2x/week

Ongoing Community Management:

- Engage with audience/hashtags/
DMs/geotags/similar accounts ----- 3x/day

Content Creation:

- Video shoot/quarter ----- 1
- Photoshoot/quarter ----- 2
- Branded design/month ----- 5 or 6
(i.e. Infographics/shareable posts; # of posts depends on calendar)

Facebook + Instagram Analytics:

- Create a quarterly analytics performance ----- 1/quarter
report for both channels & present to client

Boosted/Sponsored Post Management:

- Recommended monthly ad spend budget: \$100/month



Scope Option #3 – Heavy Social Media Management

Heavy Social Media Management:

Instagram:

- Initial set-up ----- Included
- Feed/Static Posts ----- 6x/week
- Branded Stories (template creation) ----- 6x/week
- Highlights (+ highlight thumbnail creation) ----- Included
- Add stories (single frame, if applicable) ----- 4x/week

Facebook:

- Initial set-up ----- Included
- Feed/Static Posts ----- 6x/week
- Share check-ins/reviews ----- 2x/week

Ongoing Community Management:

- Engage with audience/hashtags/ ----- 4x/day
DMs/geotags/similar accounts

Content Creation:

- Video shoot/quarter ----- 2
- Photoshoot/quarter ----- 3 (1x/month)
- Branded design/month ----- 7-10
(i.e. Infographics/shareable posts; # of posts depends on calendar)

Facebook + Instagram Analytics:

- Create a quarterly analytics performance ----- 1/month
report for both channels & present to client

Boosted/Sponsored Post Management:

- Recommended monthly ad spend budget: \$100/month



Social Media + Digital Marketing Options



Scope Option #1 – Light Social Media Coverage + Light Digital Marketing

Light Social Media Management:

Instagram:

- Initial set-up ----- Included
- Feed/Static Posts ----- 3x/week
- Branded Stories (template creation) ----- 2x/week
- Highlights (+ highlight thumbnail creation) ----- Included
- Add stories (single frame, if applicable) ----- 2x/week

Facebook:

- Initial set-up ----- Included
- Feed/Static Posts ----- 3x/week
- Share check-ins/reviews ----- 2x/week

Ongoing Community Management:

- Engage with audience/hashtags/
DMs/geotags/similar accounts ----- 2x/day

Content Creation:

- Video shoot/quarter ----- 1
- Photoshoot/quarter ----- 1
- Branded design/month ----- 4 or 5
(i.e. Infographics/shareable posts; # of posts depends on calendar)

Boosted/Sponsored Post Management:

- Recommended monthly ad spend budget: \$100/month

Light Digital Marketing:

Email Marketing:

- Initial set-up with ESP vendor* ----- Included
- Management of database list ----- Included
- Creation of one-off e-blast per month ----- 1x/month
- Deployment of one-off e-blast per month ----- 1x/month
- Performance analytics report provided ----- 1x/month

Website Updates + Management:

- Set up Google Analytics account (if not done already) -- Included
- Initial set-up of Google Analytics on Squarespace ----- Included
- Quick copy/content updates ----- 1x/week
- Work with web designer to create relevant landing ----- 1x/biweekly
pages for social media, and create custom tracking links



Scope Option #1 – Medium Social Media Coverage + Light Digital Marketing

Medium Social Media Management:

Instagram:

- Initial set-up ----- Included
- Feed/Static Posts ----- 4x/week
- Branded Stories (template creation) ----- 3x/week
- Highlights (+ highlight thumbnail creation) ----- Included
- Add stories (single frame, if applicable) ----- 3x/week

Facebook:

- Initial set-up ----- Included
- Feed/Static Posts ----- 4x/week
- Share check-ins/reviews ----- 2x/week

Ongoing Community Management:

- Engage with audience/hashtags/DMs/geotags/similar accounts ----- 3x/day

Content Creation:

- Video shoot/quarter ----- 1
- Photoshoot/quarter ----- 2
- Branded design/month ----- 5 or 6
(i.e. Infographics/shareable posts; # of posts depends on calendar)

Facebook + Instagram Analytics:

- Create a quarterly analytics performance ----- 1/quarter
report for both channels & present to client

Boosted/Sponsored Post Management:

- Recommended monthly ad spend budget: \$100/month

Light Digital Marketing:

Email Marketing:

- Initial set-up with ESP vendor* ----- Included
- Management of database list ----- Included
- Creation of one-off e-blast per month ----- 1x/month
- Deployment of one-off e-blast per month ----- 1x/month
- Performance analytics report provided ----- 1x/month

Website Updates + Management:

- Set up Google Analytics account (if not done already) -- Included
- Initial set-up of Google Analytics on Squarespace ----- Included
- Quick copy/content updates ----- 1x/week
- Work with web designer to create relevant landing ----- 1x/biweekly
pages for social media, and create custom tracking links



Scope Option #1 – Heavy Social Media Coverage + Light Digital Marketing

Heavy Social Media Management:

Instagram:

- Initial set-up ----- Included
- Feed/Static Posts ----- 6x/week
- Branded Stories (template creation) ----- 6x/week
- Highlights (+ highlight thumbnail creation) ----- Included
- Add stories (single frame, if applicable) ----- 4x/week

Facebook:

- Initial set-up ----- Included
- Feed/Static Posts ----- 6x/week
- Share check-ins/reviews ----- 2x/week

Ongoing Community Management:

- Engage with audience/hashtags/DMs/geotags/similar accounts ----- 4x/day

Content Creation:

- Video shoot/quarter ----- 2
- Photoshoot/quarter ----- 3 (1x/month)
- Branded design/month ----- 7-10 +
(i.e. Infographics/shareable posts; # of posts depends on calendar)

Facebook + Instagram Analytics:

- Create a quarterly analytics performance report for both channels & present to client ----- 1/month

Boosted/Sponsored Post Management:

- Recommended monthly ad spend budget: \$100/month

Light Digital Marketing:

Email Marketing:

- Initial set-up with ESP vendor* ----- Included
- Management of database list ----- Included
- Creation of one-off e-blast per month ----- 1x/month
- Deployment of one-off e-blast per month ----- 1x/month
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- Set up Google Analytics account (if not done already) -- Included
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- Quick copy/content updates ----- 1x/week
- Work with web designer to create relevant landing pages for social media, and create custom tracking links ----- 1x/biweekly



Scope Option #1 – *Light* Social Media Management + *Medium* Digital Marketing

Light Social Media Management:

Instagram:

- Initial set-up ----- Included
- Feed/Static Posts ----- 3x/week
- Branded Stories (template creation) ----- 2x/week
- Highlights (+ highlight thumbnail creation) ----- Included
- Add stories (single frame, if applicable) ----- 2x/week

Facebook:

- Initial set-up ----- Included
- Feed/Static Posts ----- 3x/week
- Share check-ins/reviews ----- 2x/week

Ongoing Community Management:

- Engage with audience/hashtags/ DMs/geotags/similar accounts ----- 2x/day

Content Creation:

- Video shoot/quarter ----- 1
- Photoshoot/quarter ----- 1
- Branded design/month ----- 4 or 5
(i.e. Infographics/shareable posts; # of posts depends on calendar)

Boosted/Sponsored Post Management:

- Recommended monthly ad spend budget: \$100/month

Medium Digital Marketing:

Email Marketing:

- Initial set-up with ESP vendor* ----- Included
- Management of database list ----- Included
- Creation of one-off e-blast per month ----- 2x/month
- Deployment of one-off e-blast per month ----- 2x/month
- Performance analytics report provided ----- 2x/month

Website Updates + Management:

- Set up Google Analytics account (if not done already) -- Included
- Initial set-up of Google Analytics on Squarespace ----- Included
- Quick copy/content updates ----- 2x/week
- Work with web designer to create relevant landing pages for social media, and create custom tracking links ----- 1x/biweekly

Set up + Optimize Listings:

- Set up Yelp Business listing ----- Included
- Optimize/respond to Yelp reviews ----- 1x/week
- Set up Google My Business Listing ----- Included
- Optimize/respond to Google reviews ----- 1x/week
- Help set up Psychology Today listing ----- Included
- Help set up ZocDoc listing ----- Included



Scope Option #1 – Medium Social Media Management + Medium Digital Marketing

Medium Social Media Management:

Instagram:

- Initial set-up ----- Included
- Feed/Static Posts ----- 4x/week
- Branded Stories (template creation) ----- 3x/week
- Highlights (+ highlight thumbnail creation) ----- Included
- Add stories (single frame, if applicable) ----- 3x/week

Facebook:

- Initial set-up ----- Included
- Feed/Static Posts ----- 4x/week
- Share check-ins/reviews ----- 2x/week

Ongoing Community Management:

- Engage with audience/hashtags/DMs/geotags/similar accounts ----- 3x/day

Content Creation:

- Video shoot/quarter ----- 1
- Photoshoot/quarter ----- 2
- Branded design/month ----- 5 or 6
(i.e. Infographics/shareable posts; # of posts depends on calendar)

Facebook + Instagram Analytics:

- Create a quarterly analytics performance ----- 1/quarter report for both channels & present to client

Boosted/Sponsored Post Management:

- Recommended monthly ad spend budget: \$100/month

Medium Digital Marketing:

Email Marketing:

- Initial set-up with ESP vendor* ----- Included
- Management of database list ----- Included
- Creation of one-off e-blast per month ----- 2x/month
- Deployment of one-off e-blast per month ----- 2x/month
- Performance analytics report provided ----- 2x/month

Website Updates + Management:

- Set up Google Analytics account (if not done already) -- Included
- Initial set-up of Google Analytics on Squarespace ----- Included
- Quick copy/content updates ----- 2x/week
- Work with web designer to create relevant landing ----- 1x/biweekly pages for social media, and create custom tracking links

Set up + Optimize Listings:

- Set up Yelp Business listing ----- Included
- Optimize/respond to Yelp reviews ----- 1x/week
- Set up Google My Business Listing ----- Included
- Optimize/respond to Google reviews ----- 1x/week
- Help set up Psychology Today listing ----- Included
- Help set up ZocDoc listing ----- Included



Scope Option #1 – Heavy Social Media Management + Medium Digital Marketing

Heavy Social Media Management:

Instagram:

- Initial set-up ----- Included
- Feed/Static Posts ----- 6x/week
- Branded Stories (template creation) ----- 6x/week
- Highlights (+ highlight thumbnail creation) ----- Included
- Add stories (single frame, if applicable) ----- 4x/week

Facebook:

- Initial set-up ----- Included
- Feed/Static Posts ----- 6x/week
- Share check-ins/reviews ----- 2x/week

Ongoing Community Management:

- Engage with audience/hashtags/DMs/geotags/similar accounts ----- 4x/day

Content Creation:

- Video shoot/quarter ----- 2
- Photoshoot/quarter ----- 3 (1x/month)
- Branded design/month ----- 7-10 +
(i.e. Infographics/shareable posts; # of posts depends on calendar)

Facebook + Instagram Analytics:

- Create a quarterly analytics performance ----- 1/month
report for both channels & present to client

Boosted/Sponsored Post Management:

- Recommended monthly ad spend budget: \$100/month

Medium Digital Marketing:

Email Marketing:

- Initial set-up with ESP vendor* ----- Included
- Management of database list ----- Included
- Creation of one-off e-blast per month ----- 2x/month
- Deployment of one-off e-blast per month ----- 2x/month
- Performance analytics report provided ----- 2x/month

Website Updates + Management:

- Set up Google Analytics account (if not done already) -- Included
- Initial set-up of Google Analytics on Squarespace ----- Included
- Quick copy/content updates ----- 2x/week
- Work with web designer to create relevant landing ----- 1x/biweekly
pages for social media, and create custom tracking links

Set up + Optimize Listings:

- Set up Yelp Business listing ----- Included
- Optimize/respond to Yelp reviews ----- 1x/week
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- Initial set-up ----- Included
- Feed/Static Posts ----- 3x/week
- Share check-ins/reviews ----- 2x/week

Ongoing Community Management:

- Engage with audience/hashtags/DMs/geotags/similar accounts ----- 2x/day

Content Creation:

- Video shoot/quarter ----- 1
- Photoshoot/quarter ----- 1
- Branded design/month ----- 4 or 5
(i.e. Infographics/shareable posts; # of posts depends on calendar)

Boosted/Sponsored Post Management:

- Recommended monthly ad spend budget: \$100/month

Heavy Digital Marketing:

Email Marketing:

- Initial set-up with ESP vendor* ----- Included
- Management of database list ----- Included
- Creation of one-off e-blast per month ----- 2x/month
- Deployment of one-off e-blast per month ----- 2x/month
- Creation of monthly newsletter ----- 1x/month
- Deployment of monthly newsletter ----- 1x/month
- Performance analytics report provided ----- 3x/month

Website Updates + Management:

- Set up Google Analytics account (if not done already) --- Included
- Initial set-up of Google Analytics on Squarespace ----- Included
- Quick copy/content updates ----- 3x/week
- Work with web designer to create relevant landing -----
2x/biweekly
pages for social media, and create custom tracking links
- Work with web designer on back-end SEO ----- Included
optimization (Ongoing)

Set up + Optimize Listings:

- Set up Yelp Business listing ----- Included
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- Optimize/respond to Google reviews -----3x/week
- Help set up Psychology Today listing ----- Included
- Help set up ZocDoc listing -----Included

Search Engine Marketing (Google AdWords):

- Set up Google AdWords brand campaigns ----- Included
- Set up Google AdWords non-brand campaigns ----- Included
- Work within budget set to optimize campaigns -----Included
- Provide monthly performance analytics report ----- Included



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Boosted/Sponsored Post Management:

- Recommended monthly ad spend budget: \$100/month

Heavy Digital Marketing:

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- Initial set-up with ESP vendor* ----- Included
- Management of database list ----- Included
- Creation of one-off e-blast per month ----- 2x/month
- Deployment of one-off e-blast per month ----- 2x/month
- Creation of monthly newsletter ----- 1x/month
- Deployment of monthly newsletter ----- 1x/month
- Performance analytics report provided ----- 3x/month

Website Updates + Management:

- Set up Google Analytics account (if not done already) --- Included
- Initial set-up of Google Analytics on Squarespace ----- Included
- Quick copy/content updates ----- 3x/week
- Work with web designer to create relevant landing pages for social media, and create custom tracking links ----- 2x/biweekly
- Work with web designer on back-end SEO optimization (Ongoing) ----- Included

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- Set up Yelp Business listing ----- Included
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Heavy Digital Marketing:

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- Deployment of one-off e-blast per month ----- 2x/month
- Creation of monthly newsletter ----- 1x/month
- Deployment of monthly newsletter ----- 1x/month
- Performance analytics report provided ----- 3x/month

Website Updates + Management:

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- Set up Google AdWords brand campaigns ----- Included
- Set up Google AdWords non-brand campaigns ----- Included
- Work within budget set to optimize campaigns ----- Included
- Provide monthly performance analytics report ----- Included





For a custom proposal, please e-mail me:
Rebecca@followsthestars.com