

Project Proposal

Introduction

Welcome to The Talently, a full-service marketing firm focused on social media management. We're proud to present our proposal for a comprehensive social media strategy for your brand.

- **Transform Your Social Media Strategy:** Gain the knowledge and insights needed to elevate your social media to new heights. We will provide you with all the strategies and knowledge you need to transform your socials
- **Stay Ahead of the Curve:** In today's fast-paced digital landscape, staying ahead of the competition is paramount. Having a strategy that incorporates best practices, industry trends, and a team in your corner can make all the difference
- **Boost Efficiency and Productivity:** Time is money, and managing social media can be time-consuming. Say goodbye to manual tasks and hello to streamlined workflows that free up valuable time
- **Amplify Engagement and Reach:** Capture the hearts and minds of your target audience like never before. Discover how this program can help you understand your audience better, personalize content, and create hyper-relevant campaigns that resonate deeply. Witness a surge in engagement, reach, and social media influence
- **Drive Tangible Business Results:** Ultimately, it all comes down to driving real business outcomes. With us by your side, you'll witness exponential growth in lead generation, conversions, and revenue. Propel your business forward, leaving your competitors in awe

Objectives

Our goal is to boost brand awareness and engagement on social media platforms, aligning with your marketing strategy for measurable results.

Who you are: Business or mindset coach, motivational speaker, business influencer, a mental health professional with your own private practice

What you want:

- Wants to be an influencer on your topics and digital space
- Wants quality followers and engagements on your content
- Wants to be seen as an authoritative figure/thought leader/subject matter expert
- Wants to book more meetings to connect and get in front of the right people
- Wants conversions to increase profits/monetize

Why you need us:

- To help you grow your audience. We have the expertise and experience to help create and execute effective strategies that will help you reach more people and grow your following
- To help you with outreach to potential clients, nurturing sequencing, list building and appointment setting
- To promote a course, program, product, or service
- To help you manage your time. It can be a lot of work, and it can be difficult to keep up with all of the demands of managing an online presence
- To help you protect your brand. In today's digital age, it is more important than ever for you to protect your brand. A PR/social media manager can help you develop a social media policy, monitor your online presence, and respond to negative comments or feedback and protect you from the 'cancel' culture pitfalls

01 Create proven strategy

02 Increase engagement

03 Boost brand awareness

04 Measure metrics

What A Good Strategy Includes

Content creation

- Brainstorming and researching content ideas. This allows your dedicated team to see what topics are trending and look at analytics to determine what content is working for your account
- Writing, editing, and updating content for your socials. Ensuring best SEO practices are followed so search engines like Google can find you
- Utilizes relevant hashtags and tagging. Hashtags are a great way to get your content seen by more people. When you use relevant hashtags and tagging, your posts will show up in search results for those hashtags and in feeds

Posting

- Publishing all content across social media either manually or thru an automated app
- This may include using a content calendar to plan out posts or scheduling tools to queue up future posts. This will help streamline activities and keep assets organized for your business
- Posting frequency is dictated by the strategy and we ensure we adhere to that schedule

Engagement

- Outreach to potential clients, nurturing sequencing, list building and appointment setting
- Responding to comments and questions. When someone takes the time to comment on your post, we take the time to respond. This shows that you value their feedback and that you're interested in what they have to say
- Participate in discussions. If we see a discussion going on on social media, we join in.
- Share other people's content. This shows that you're interested in what others are doing and that you're not just trying to promote yourself but that you're also interested in what others have to say

Reporting and analytical

- Tracking results and generating monthly reports. It's important to track the results of your marketing campaign so that you can see what's working and what's not

Public relations

- Establish relationships with other influencers and thought leaders to develop a strong network. This allows your audience to see your credibility
- Helping to protect your brand. In today's digital age, it is more important than ever for you to protect your brand. We help you develop a social media policy, monitor your online presence, and respond to negative comments or feedback and protect you from today's 'cancel' culture
- We can assist with writing press releases. If there is an opportunity to make an announcement then you need to let your network know. By publishing a press release you show that you keep things innovative and are successful

3-Step Strategy

⁰¹ We work with you to understand your specific goals and target audience

- What are some specific goals? How many followers do you want? How much money do you want to make per month?
- Who is your target audience? Where are they? What are their pain points? What do they want?

⁰² Build and document a strategy and outline a game plan

We research and analyze your goals as well as understand your target audience to ensure we offer you the right kind of support. This may take multiple meetings and touch bases so we can go thru the iteration process.

⁰³ Implement the strategy

We work with you and/or your team to ensure the strategy is properly implemented and executed by training you with the documented strategy and SOPs and providing guidance and coaching/consulting services. We can also provide services to daily manage your social media and PR at an additional cost in our PLUS program.



Your text goes here



Lorem ipsum



your text
HERE



Mood board

the body achieves what the
MIND BELIEVES

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www.writehere.com



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hard work beats talent when talent doesn't work hard

your text goes here



it never gets easier, you just get better

your text
GOES HERE



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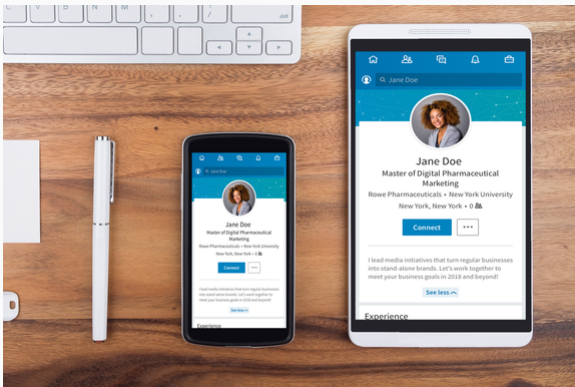


winners never give up



Core Program Strategy

Our Core Program Strategy is effective and saves you time and money.



Define your goals. What do you want to achieve with your marketing campaign? Do you want to increase brand awareness, generate leads, or drive sales? Once you know your goals, you can start to identify the right strategies and platforms

Identify your target audience. Who are you trying to reach with your marketing campaign? Once you know your target audience, you can start to show up where they are, and give them the content they want

Our program gives you more time for a better work-life balance to prevent burnout.

Choose your social media platform and/or audit current social media platforms. Not all social media platforms are created equal. Some platforms are better suited for certain niches than others. For example, Instagram is great for visual content and tidbits of information, while Twitter is better for short-form text updates, status updates, and opinion statements and LinkedIn is great for more professional outreach and thought leadership

Core Program Strategy (cont...)

Create high-quality content. Your content should be visually appealing, informative, and engaging. If you can create content that people love, they'll be more likely to follow you and interact with your posts and convert to paying clients

Be consistent. The key to success on social media is consistency. You need to post new content regularly if you want to keep your audience engaged

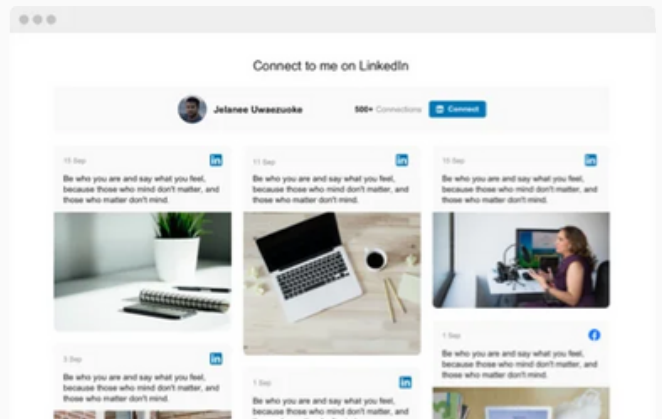
Engage/Outreach with your audience/community management. Outreach to potential clients, nurturing sequencing, list building, and appointment setting. Social media is a two-way street. You can't just expect people to follow you and like your posts. You need to interact with them as well. Respond to comments, answer questions, and participate in discussions

Network and collaborate with other influencers. This is a great way to get exposure to new audiences. Collaborate with other influencers on projects, and share each other's content. Collaborating with other influencers is a great way to reach a new audience. When you collaborate with someone, you can cross-promote each other's content. This can help you reach a wider audience and grow your following. They always saw it's who you know! Collaborating with other influencers is a great way to grow your brand and reach a new audience. When you work with an influencer who has a similar audience to yours, you can tap into their following and expose your brand to new potential customers and you can tag other influencers

Promote yourself. Don't be afraid to promote yourself. Let people know that you're a thought leader and that you're available for collaborations. You can promote yourself on social media, your website, blog, email list, and be featured on podcasts

Use relevant hashtags and tagging. Hashtags are a great way to get your content seen by more people. When you use relevant hashtags and tagging, your posts will show up in search results for those hashtags and show up in feeds in relation to the tag

Track your results. It's important to track the results of your marketing campaign so that you can see what's working and what's not. There are a number of ways to track your results, including analytics, website traffic, and sales data. Use that data to understand things like engagement, reach, and impressions



Our Work

Website examples:

<https://guidedwellnesscounselingut.com/>

<https://www.cadenzacounseling.org/>

<https://www.drsamberne.com/>

<https://baynaturalmedicine.com/>

Instagram social media management examples:

<https://www.instagram.com/swankaposh/>

<https://www.instagram.com/monicajoytackitt/>

<https://www.instagram.com/sethmorrisdefense/>

<https://www.instagram.com/thetalently/>

<https://www.instagram.com/neatasapin/>

<https://www.instagram.com/samberneod/>

<https://www.instagram.com/guidedwellnesscounseling/>

LinkedIn social media management examples:

<https://www.linkedin.com/in/whitneyprude/>

<https://www.linkedin.com/in/itsmonica/>

<https://www.linkedin.com/in/donphin/>

<https://www.linkedin.com/in/velera-wilson/>

YouTube management examples:

<https://www.youtube.com/@DrSamBerne>

<https://www.youtube.com/@desertwolfarmory>

Reviews

Admin support for professional speaker and executive coach

★★★★★ 5.00 Feb 2, 2023 - May 31, 2023 

"Monica (MT) did a great job helping me with LinkedIn posts and marketing efforts."

Marketing for Queer Counseling Private Practice

★★★★★ 5.00 Sep 11, 2022 - Dec 29, 2022 

"Monica was critical in helping grow my both my social media presence, but also my business as a whole. She is wonderful to work with, and very responsive!"

Executive Assistant & Web Content Manager

★★★★★ 5.00 May 22, 2022 - Jun 22, 2022 

"Fantastic support, excellent communication. Promoting to a new role within our company. Highly recommend!"

Office assistant to Dr. Berne

★★★★★ 5.00 Mar 15, 2021 - Apr 23, 2021 

"Monica is super professional, was able to problem-solve all the challenges in the job, was incredibly responsive, and really knows her craft. I highly recommend her! Dr. Berne"

Part-Time Assistant for Small Healthcare Private Practice

★★★★★ 5.00 Feb 2, 2021 - Apr 19, 2021 

"Working with Monica has been amazing. She is a fast learner and a self-starter. I did not spend much time training her and she was able to figure out all the tasks that needed to be done rather quickly. My clients had only positive things to say about her. She helped me a great deal focus on the tasks that I needed to prioritize. I would definitely hire her again."

Our Offers

Package One

\$4,500

This option includes the strategy, coaching/consulting, documentation (templates, datasheets, SOPs, recommendations), and the training of your current staff to execute the strategy.

We give you and your team all the information and training to execute the program. The program strategy development generally takes 3-4 weeks and the training (knowledge transfer) is usually completed in an additional 1-2 weeks.

The total program timeline is 4-6 weeks to implement.

Package Two

\$6,500


This option includes the strategy, coaching/consulting, and documentation (templates, datasheets, SOPs, recommendations).

PLUS!!!! We provide a dedicated account manager and social media/PR team for 120 days. After 120 days you will be billed an hourly or monthly rate for social media and PR management services. The program strategy development generally takes 3-4 weeks. With this option, we can start working on executing your strategy in as little as 3 weeks.

The total program timeline is 3-4 weeks to implement.

Contact

You can reach us for any questions or to move forward with our proposal.

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 thetalently.com