

# Social Media Advertising Proposal

**Product Launch:** [Product Name]

**Prepared for:**

[Client Name / Company]

[Contact Information]

**Date:**

[Date]

## 1. Executive Summary

This proposal outlines a social media advertising strategy for the upcoming launch of [Product Name] to effectively engage the target audience, create brand awareness, and drive product sales.

## 2. Goals & Objectives

- Increase product visibility and awareness
- Generate leads and conversions
- Engage with the target audience
- Build and strengthen brand identity

## 3. Target Audience

**Demographics:** [Age Range], [Gender], [Location], [Income Level]

**Psychographics:** [Interests, Behaviors, Values]

## 4. Social Media Platforms

- [Platform 1] (e.g., Facebook)
- [Platform 2] (e.g., Instagram)
- [Platform 3] (e.g., Twitter)
- [Platform 4] (e.g., LinkedIn)

## 5. Ad Campaign Overview

Short, engaging, and goal-oriented ads tailored for each social media platform. Organic and paid strategies will be combined to maximize reach and engagement.

Platform	Ad Types	Content	Duration
[Platform 1]	[e.g., Sponsored Posts]	[e.g., Launch Video Teaser]	[e.g., 4 Weeks]
[Platform 2]	[e.g., Story Ads]	[e.g., Influencer Collaboration]	[e.g., 4 Weeks]

## 6. Timeline

1. Pre-launch: [Dates / Activities]
2. Launch Week: [Dates / Activities]
3. Post-launch: [Dates / Activities]

## 7. Budget Overview

Item	Estimated Cost
Ad Spend	[Amount]
Creative Production	[Amount]
Influencer Fees	[Amount]
Management Fees	[Amount]
Total	[Grand Total]

## 8. Success Metrics & Reporting

- Reach & Impressions
- Click-through Rate (CTR)
- Engagement Rate
- Conversions / Sales
- Return on Ad Spend (ROAS)

Regular performance reports will be provided to monitor progress and optimize the campaign as needed.

## 9. Next Steps

1. Approval of proposal
2. Finalize creative assets
3. Launch campaign planning meeting
4. Campaign kickoff

## Contact Information

[Your Name]  
[Your Agency / Business Name]  
[Email Address]  
[Phone Number]