



Social Media Marketing Proposal

It Expert Services - Marketing Company – Since 2020



It Expert Services provides complete business development solutions to expand businesses globally. Our major services include Graphics & Design, Online Marketing and Management, Web Development which in fact,

- **A Complete Branding Solution for your business.**
- **The best quality of work is our emblem in field.**

About Us

It Expert Services

Since 2020





Looking to Boost your Social Media Presence and Grow Annual Memberships?

- **There's a lot of activity going on, but, you're missing out...**
- More 20-30-year-olds are taking up services than ever before. Exactly the same demographic are the highest users of social media channels like Facebook, Twitter, and Instagram.
- **We will help you take advantage of these platforms and reach audiences like never before.**



Getting You Noticed

- **Bringing Profiles up to Date**
- There are many standards and practices these days with social profiles which need to be kept up to date.
- **Growing your Audience**
- Using Facebook's / Instagram / Twitter unique targeting, we can pinpoint fans of service in your area, competing for your services, etc. This
- will encourage more potential users to 'Like' and 'Follow' your pages and profiles.



Daily Work Sheet


We share work activity sheet and add updates on daily basis

- We'll design amazing graphics & post it on daily basis.
- We'll work with you to "find your voice" as a company.
- Meanwhile Engage you with process to show you the growth.



How we will find your voice?

- **Step 1: Finding Your Voice** - It's no good posting in a super corporate way if your customers are typically 19-30 and talk mostly in emoji's. Your account will be managed by the person most appropriate to communicate with your customers.
- **Step 2: Paid Offers** - It's great for getting shares and likes but every so often you need to ask for the sale. There's an art to this. Together, we will work out which content to promote and "boost".



Our 3 Major Ad Scaling Strategies

Prospecting / Retargeting / Remarketing

Our 3 Major Ad Scaling Strategies

Prospecting / Retargeting / Remarketing

1. New Customer Prospecting:

- New Customer Prospecting refers to finding new people to interact with and engage with your business.
- This might be in the form of getting new email list subscribers, driving new purchases, getting new free trial signups, getting webinar attendees, etc.
- Regardless of what business we are in, we need new users, leads, and/or customers to grow.

2. Remarketing

- Your previous customers are the biggest gold mine for your business.
- Getting them over that ‘buying hump’ again is infinitely easier than finding brand new customers, or even retargeting.

Our 3 Major Ad Scaling Strategies

Prospecting / Retargeting / Remarketing

2. Steps in Remarketing

1. Install the pixels,
2. Set up events
3. Create the dynamic product catalog
4. Set up Facebook shop
5. Set Instagram shop
6. Launch the dynamic ad campaign

3. Retargeting

The process of advertising to people that have already interacted with you/your business in some way.

- 1) Retargeted ads have 10x the CTR of a typical display ad
- 2) Retargeting ads are 76% more likely to get clicks than regular display ads
- 3) Retargeting is going to be our main driver of consistent ROI.

Quote Plans for Social Media Marketing

Plans are customizable with customer needs

Basic Package (55,000)

Services include will be

- Social media Ad scaling service (15,000)
- Social media Post Design service (20,000)
- Paid advertisements cost (20,000)

What you will get in this plan?

- 20 Social media post designs
- Up to 4 platforms daily posting
- Ad scaling on Facebook & Instagram
- Ads Reports with all spending records
- Daily Feedback & Updates
- Ad running with 3-line Business Ad account
- 40,000 to 120,000 Public Reach &
- 1k active page likes & followers

Quote Plans for Social Media Marketing

Plans are customizable with customer needs

Standard Package (90,000)

Services include will be

- Social media Ad scaling service **(15,000)**
- Social media Post Design service **(25,000)**
- Paid advertisements cost **(50,000)**

What you will get in this plan?

- 25 Social media post designs
- Up to 4 platforms daily posting
- Ad scaling on Facebook & Instagram
- Ads Reports with all spending records
- Daily Feedback & Updates
- Ad running with 3-line Business Ad account
- **100,000 to 270,000** Public Reach &
- **5k active page likes** & followers

Quote Plans for Social Media Marketing

Plans are customizable with customer needs

Outstanding Package (115,000)

Services include will be

- Social media Ad scaling service **(15,000)**
- Social media Post Design service **(30,000)**
- Paid advertisements cost **(70,000)**

What you will get in this plan?

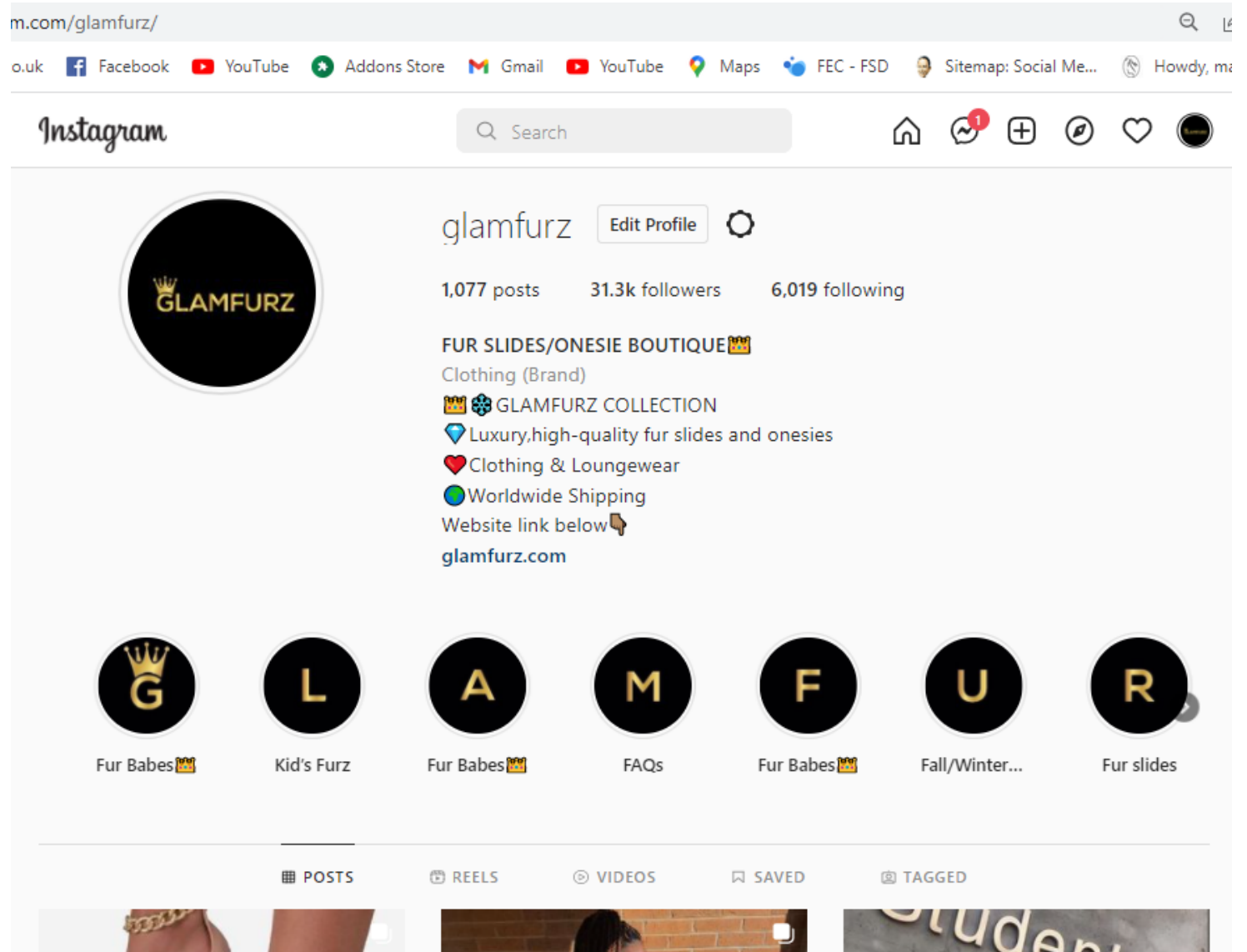
- 30 Social media post designs
- 2 video ads (8 to 12 sec)
- Up to 4 platforms daily posting
- Ad scaling on Facebook & Instagram
- Ads Reports with all spending records
- Daily Feedback & Updates
- Ad running with 3-line Business Ad account
- **400,000 to 600,000** Public Reach &
- **10k active page likes** & followers

Our Existing Customers

FUR SLIDES/ONESIE BOUTIQUE 👑
Clothing (Brand)

👑❄️📦 **GLAMFURZ COLLECTION**
💎 Luxury, high-quality fur slides and onesies
♥️📦 Clothing & Loungewear
🌍 Worldwide Shipping
Website link below 🖱️

glamfurz.com



Our Existing Customers

Al-shafy hijama Center

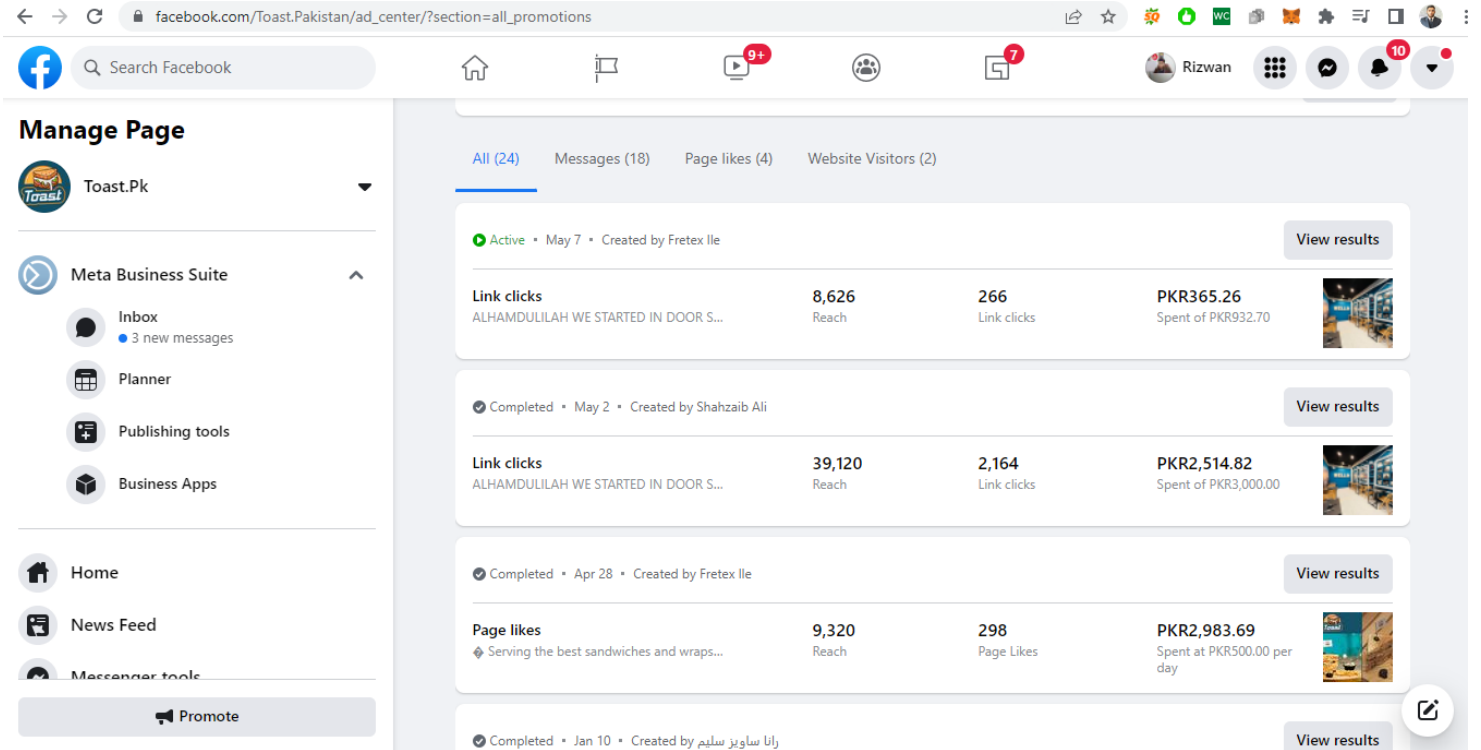
<https://www.facebook.com/AlShafayHijama/>

The screenshot shows the Facebook Business Suite interface for the page 'Al-Shafay hijama Center'. The left sidebar contains navigation options: Home, News Feed (8 new), WhatsApp tools, and a Promote button. The main content area is divided into two columns. The left column shows the 'Manage Page' section with options for 'Al-Shafay hijama Center', 'Meta Business Suite', 'Inbox (21 new comments)', 'Planner', 'Publishing tools', and 'Business Apps'. The right column displays two active ads. The first ad is for 'Page likes' with 11,347 reach, 364 page likes, and a cost of PKR704.73 per day. The second ad is for 'Messages' with 16,615 reach, 56 messaging conversations started, and a cost of PKR673.20 per day. Both ads are created by 'Fretex Ile' and feature a promotional image for hijama services.

Our Existing Customers

Toast.pk 

<https://www.facebook.com/Toast.Pakistan>



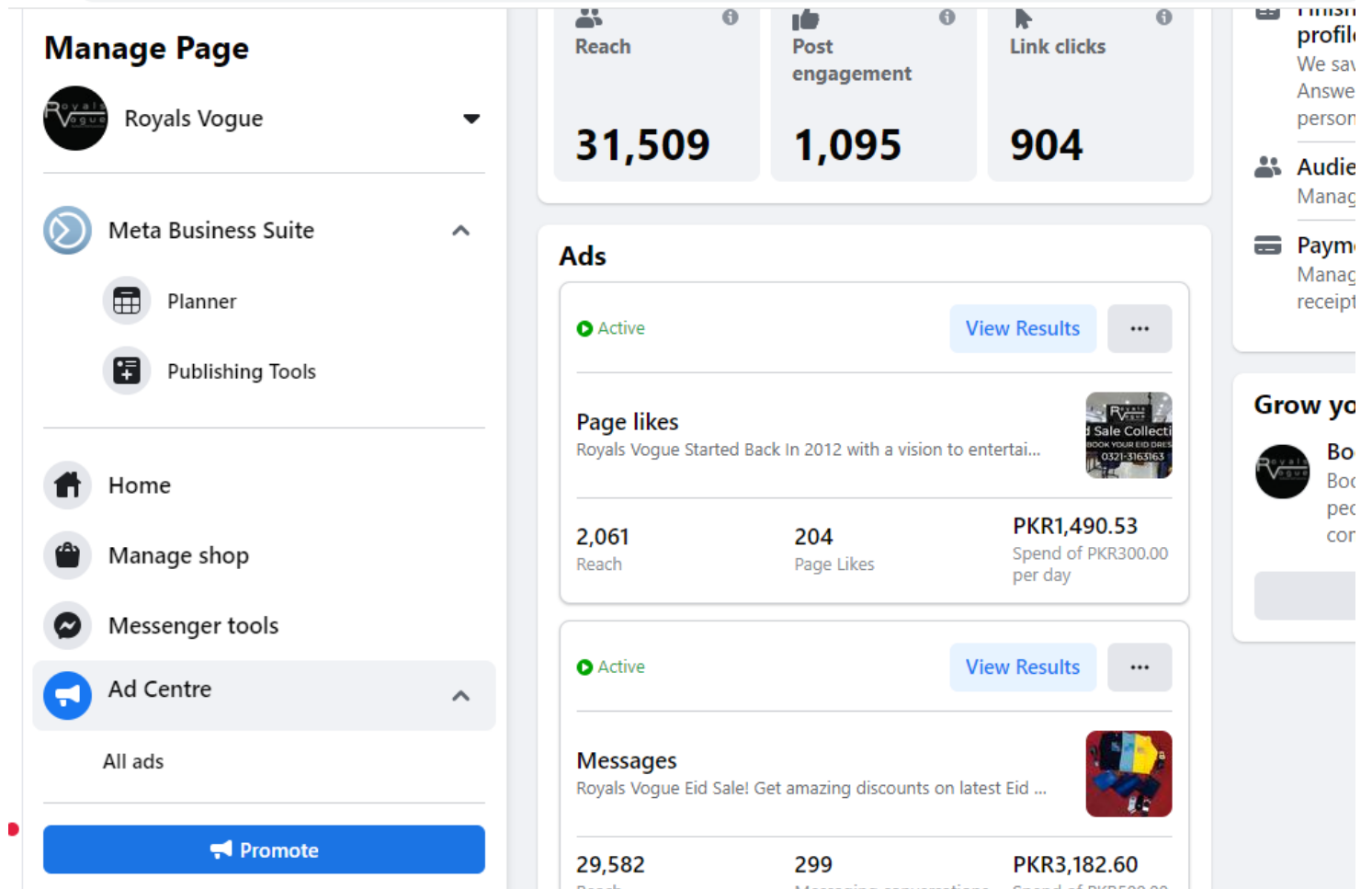
The screenshot shows the Facebook Ad Center interface for the page 'Toast.Pakistan'. The left sidebar contains navigation options: 'Manage Page', 'Meta Business Suite', 'Inbox', 'Planner', 'Publishing tools', 'Business Apps', 'Home', 'News Feed', 'Messenger tools', and 'Promote'. The main content area displays a list of ad campaigns with the following data:

Ad Status	Ad Name	Reach	Link clicks	Spent
Active	ALHAMDULILAH WE STARTED IN DOOR S...	8,626	266	PKR365.26
Completed	ALHAMDULILAH WE STARTED IN DOOR S...	39,120	2,164	PKR2,514.82
Completed	Serving the best sandwiches and wraps...	9,320	298	PKR2,983.69
Completed	رانا ساويز سليم	-	-	-

Our Existing Customers

Royals Vogue 

<https://www.facebook.com/royalsvogue>



The screenshot shows the Facebook Business Suite interface for the 'Royals Vogue' page. The left sidebar contains navigation options: Home, Manage shop, Messenger tools, Ad Centre (highlighted), and a Promote button. The main content area is divided into several sections:

- Manage Page:** Shows the page name 'Royals Vogue' and the Meta Business Suite tools: Planner and Publishing Tools.
- Performance Metrics:** A row of three cards showing: Reach (31,509), Post engagement (1,095), and Link clicks (904).
- Ads:** Two active ad campaigns are shown. The first is for 'Page likes' with 2,061 Reach, 204 Page Likes, and a spend of PKR1,490.53. The second is for 'Messages' with 29,582 Reach, 299 Message engagements, and a spend of PKR3,182.60.
- Right Sidebar:** Partially visible, showing options like 'Finish profile', 'Audie Manag', and 'Paym Manag receipt'.

Campaigns we do

High conversions in less possible rates

Messages Founded by Nasser Saeed Saleh Saleem Alameri. In...	32,561 Reach	341 Messaging conversations started	PKR3,814.02 Spend of PKR1,501 per day
✖ Not delivering • 3 Jan			
Messages Founded by Nasser Saeed Saleh Saleem Alameri. In...	18,482 Reach	133 Messaging conversations started	₹29.95 Spend of ₹20.00 p
✖ Not delivering • 31 Dec 2021			
Messages Founded by Nasser Saeed Saleh Saleem Alameri. In...	35,096 Reach	320 Messaging conversations started	₹69.29 Spend of ₹20.00 p
⏸ Paused • 29 Dec 2021			
Messages	9,830 Reach	98 Messaging conversations started	₹22.58 Spend of ₹20.00 p

Campaigns we do

High conversions in less possible rates

Starting October 2019, we are removing certain outdated metrics and replacing them with clearer and more actionable ones. We are also changing the names of other metrics to provide greater clarity. We recommend learning about the replacement metrics and transitioning to them as soon as possible.

Filters: Add filters to narrow the data you are seeing. Lifetime: Sep 23, 2016 -

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

View Setup | Columns: Performance | Breakdown | Report

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount
Initial checkout audience(UK)	In Draft	Using ad se...	—	—	—	—	—
Christmas Jumpers - General - UK	In Review	£100.00 Daily	76 Purchases	160,257	272,525	£13.78 Per Purchase	—
Popular Prints - General - UK	Active	£100.00 Daily	59 Purchases	226,058	342,060	£22.30 Per Purchase	—
Re-marketing - Add To Cart	Active	£100.00 Daily	67 Purchases	7,283	189,757	£21.88 Per Purchase	—
Good wood -UK(Jumpers)	Inactive	£20.00 Daily	5 Purchases	22,568	26,972	£13.73 Per Purchase	—
Results from 142 campaigns Excludes deleted items				3,771,639 People	8,690,754 Total	—	£ T

BUDGET (red arrow pointing to the budget column)

Sales (red arrow pointing to the results column)

OUR WORK SCHEDULE

- Working Updates Daily
- Working hours: 24 hours weekly (4 hours daily)
- Weekly Reporting & Zoom Meeting on Every Friday

Terms of Service:

Quote & Project Scope:

Before starting any work, you have to clearly define the project scope while getting quote. Mention all the details for your project while submitting your query or proposal. Your work will be completed according to your described project scope.

Project Pricing:

Project Pricing is divided into 2 categories.

1. For Direct Order (Source = Search Engine, Social media, Affiliate or Brand ambassador)

All the projects having worth equal or more than 500\$, will have to pay 50% of services price & Inventory cost (like Paid fonts, Themes, Plugin and related ones). If your project worth is less than 500\$ then, you have to pay full amount before starting the work.

2. For Freelancing Orders (Source = Upwork, fiverr, guru or any other freelancing platform)

All the customers have to submit full project price in escrow. If you want to work in small segments, you can start the contract and add the milestones in it.

Payment Methods:

You can submit payments via Payoneer (3 Major Banks – USD, EUR, CAD), Direct Bank Transfer, Easy Paisa, Jazz cash & By-Hand (only for Faisalabad city).

FAQ's

What if you are not satisfied with the final delivery?

- You can ask for modifications in the work as your want.

What is refund policy in case of order cancellation?

- You have to pay 50% of project price (inventory or stock costs are not included in working), if you want to cancel the order. The remaining 50% will be refunded via available refund medium.

How you can expand the project scope?

- You need to discuss first and then have to modify the order. While modifying the order you must show corporation according to the available working hours. For additional work, extra payments will be charged.



Thank You

Mian Usman



+92 341 7480299



info@itexpertservices.com



www.itexpertservices.com

