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|  | SOCIAL MEDIA ACME COMPANY | | | | | | |  |
|  | 213 Social Street, Columbus, 21354 NY • (555) 252 0000 0000 • smacmecomp@gmail.com | | | | | | |  |
|  |  |  |  |  |  |  |  |  |
|  | **Client:** | Morgan & Fitch Company | | | | | WE WILL HELP YOU TO |  |
|  | **Address:** | 46 Zanzibar Road, Workington, 23409 IN | | | | | **FINDOUT RIGHT** |  |
|  | **Contact:** | John Doe (CEO) | | | | |  |
|  | **Date:** | 01/09/2021 | | | | | **SOLUTION.** |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  | **PROJECT NAME** | |  | **SPECIFICATION** | | |  |
|  |  |  |  |  |  |  |  |  |
|  | SOCIAL MEDIA LOGO AND BRANDING | | |  | Persuade buyers that our Core processors are the best on the market by linking with large, well-established PC manufacturers. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. | | |  |
|  |  |  |  |  |  |
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|  | **KEY PROJECT GOALS** | | |  |  |  | **DETAILS** |  |
|  |  |  |  |  |  |  |  |  |
|  | • Key project goal #1 - Increase brand awareness | | | | |  | Align social media goals according to clientname’s main upcoming goal: to raise awareness of this new product, and come up with a strategy to spread the word to consumers. From there, we can take actionable steps, such as running social media campaigns to promote the launching of our new video game.  Use social media to further our goals by stimulating consumer engagement and interest in future releases. |  |
|  | • Drive traffic to your website Lorem ipsum dolor sit amet | | | | |  |  |
|  | • Build a community around your business | | | | |  |  |
|  | • Grow revenue (by increasing signups or sales) | | | | |  |  |
|  | • Key project goal #5 listed here | | | | |  |  |
|  | • Key project goal #6 lorem ipsum | | | | |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | 01 | Provide written Social Media Pian within ten (10) days of acceptance of proposal. This includes two (2) revisions. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Nunc viverra imperdiet enim. Fusce est. | | | | | |  |
|  |  |  |  |  |  |  |  |  |
|  | 02 | Establish a corporate core identity to make brand recognition cross over social media, blog, retail, and wholesale sites. Aenean nec lorem. In porttitor. Donec laoreet nonummy augue. Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy. | | | | | |  |
|  |  |  |  |  |  |  |  |  |
|  | 03 | Utilize Twitter to build brand recognition and move traffic to the CLIENT NAME Blog and CLIENT NAME website. Utilize Facebook to move traffic to the CLIENT NAME and their website by updating group site, adding events, promoting discussions, provide links to the blog, and networking with other users and businesses/charities. | | | | | |  |
|  |  |  |  |  |  |  |  |  |
|  | 04 | Redesign blog site to provide a more interactive experience for users, adding features that will appeal to a broad cross section of CLIENT NAME visitors and keep them coming back to the sites. Social Media Acme Company will work with it’s own IT staff to ensure branding is done properly when changes are made to blog. | | | | | |  |
|  |  |  |  |  |  |  |  |  |
|  | 05 | Provide mobile services for Twitter and FaceBook. Donec blandit feugiat ligula. Donec hendrerit, felis et imperdiet euismod, purus ipsum pretium metus, in lacinia nulla nisl eget sapien. | | | | | |  |
|  |  |  |  |  |  |  |  |  |
|  | 06 | Implement coupon code to track traffic from social media sites to CLIENT NAME. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies. | | | | | |  |
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|  | STRATEGIC MARKETING ǀ DIGITAL DESIGN ǀ FINAL PRINT | | | | | | |  |
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