



# Social Media Proposal

Social Media Management

MARCH 31 2026

LINCOLN ENGINEERS



**Dear Peter,**

It was great discussing your goals for social media for Lincoln Engineers

Based on what we discussed, you're looking to partner with a local digital agency to assist with your social media marketing. This includes developing a tailored digital strategy and providing ongoing social media management.

We're excited about the opportunity to help you achieve these objectives and take your digital presence to the next level.

At Digital Marketing Adelaide, we are a team of twelve, offering a one-stop-shop digital agency with core competencies extending into social media, Google & Meta advertising, SEO, web development, and email marketing.

Having locally based experts in all these areas enables us to have an excellent understanding of how they all integrate and work together for maximum return.

With this in mind, we believe the best option is a tailored Social Media Package focused on enhancing your social media presence while establishing credibility, integrity, and authority.

A summary of our proposal:

**Social Media Management for [Client Name].**

- Up to 10 posts per month. (2-3 per week)
- Coverage across Facebook, Instagram, and LinkedIn (If Needed)
- Custom content creation, scheduling, and publishing with a focus on expertise, authority and trust.
- Audience engagement and community management.
- Monthly performance reports.

Our ongoing management for this package is \$1,500 per month (Ex GST). This does not include ad spend for boosting of posts.

We ask for an initial 3-month agreement.

Social Media Strategic Plans are essential documents for effective social media management. These plans include, but are not limited to:

- Guidelines and strategy for brand consistency
- Clear goals and KPIs to track progress
- Custom post templates for easy content creation
- Monthly content calendar for post planning
- Platform-specific tips for engagement
- Posting etiquette and tone of voice guidelines
- Hashtag strategies to boost visibility
- Engagement tactics to increase interaction
- Competitor analysis for staying competitive

The Social Media Strategic Plan provides clear direction, ensuring that every post and campaign aligns with your overall business goals. It helps maintain brand consistency, keeps you ahead of trends, and applies best practices to boost engagement and growth across platforms.

We will include this strategy as part of our package.

There is a lot of information in this proposal, so I welcome any questions you may have.

Kind regards,

Matt Williamson  
**Founder & Managing Director**

# PROPOSED SERVICES

Following our conversation, we have tailored a Social Media package for your consideration. Just think of us as an extension of your marketing team.

Here's what our proposed tailored package includes:

All content is provided to you for approval and the opportunity to edit prior to scheduling, ensuring it perfectly aligns with your brand.

Our team will monitor community management daily.

Our social media team takes pride in crafting stylised feeds that align with the identities of the brands we partner with and help you achieve your business goals. We'll collaborate closely with you to capture the essence of your brand.

The Social Media Package is **\$1,500 per month ex GST**.

We are excited about working together to enhance your presence on social media and are ready to answer any questions you might have about this proposal.

**\*\*Please note: Images and Video content will be provided by you. Our team will give guidance on what we need.\*\***

ONGOING MONTHLY \$1,500

## SOCIAL MEDIA STRATEGIC PLAN

- Brand Audit
- Establish Social Brand Guidelines
- Brand Voice
- Social Media Goals
- Competitor Analysis
- Moodboard (reference tool)
- Content Strategy
- Content Categories
- Monthly Posting Schedule
- Post & Grid Examples
- Hashtag & keyword Research
- SEO strategies for social media
- Growth Tactics
- Engagement Strategy
- KPIs and Metrics
- Management Guidelines
- Actionable Steps

## SOCIAL MEDIA MANAGEMENT

- Monthly Overview
- Full Monthly Content Calendar
- Stylised on-brand feed
- 4 x posts per week
- Instagram
- Facebook
- LinkedIn
- Google Business Profile Posting
- Guidance on Graphics
- Creation of Copy
- Guidance on Video
- Scheduling of Posts
- Editing of creatives as required
- Community Management including responding to DMs, comments & enquiries in collaboration with client
- Up to 2 x boosted posts p/month if needed (not inc. ad spend)

## MEASUREMENT & REPORTING

- Dedicated Marketing Strategist/Consultant
- Marketing Project Management
- Real-time data dashboard
- Regular reporting and review sessions
- Goal Setting and KPI Definition
- User Journey Tracking
- Engagement and Interaction Metrics
- Audience Analysis and Segmentation
- ROI and ROAS Analysis
- Cross-Channel Performance Review
- Campaign and Content Performance Analysis
- Attribution Modelling
- Competitive Benchmarking
- Actionable Insights and Recommendations

Additional posts can be added for \$150 p/post or as part of a Time Bundle Package. Other services that can be utilised as part of a Time Bundle Package include our Reels Packages, Meta & Google Ad campaigns, organisation of professional photography etc. Please refer to our Time Bundle Options on page 4.

## TIME BUNDLE OPTIONS

Many of our clients choose to utilise our bundled time packages for additional digital activities that extend beyond the initial scope of work. These packages offer flexibility and tailored services to meet your specific needs. You can use our time bundles for various tasks such as email marketing to engage your audience, Meta Ads and Google Ads to increase brand awareness and drive traffic, SEO to improve your search engine rankings, graphic design to refresh your brand's visual identity, and digital audits to assess and enhance your current strategies.

Our bundled time packages are designed to help you prioritise and allocate time towards the services that will most benefit your business, whether you need a one-time boost or ongoing support.

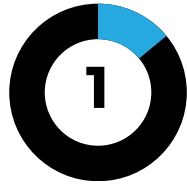
If you have any questions or would like to discuss how our time bundles can be customised to fit your specific needs, please don't hesitate to reach out. We're here to help you succeed.

10 HOURS	20 HOURS	MOST POPULAR 30 HOURS
<b>\$1,650</b>	<b>\$2,990</b>	<b>\$4,320</b>
	INCLUDES EXTRA 3 HOURS 23 HOURS TOTAL	INCLUDES EXTRA 6 HOURS 36 HOURS TOTAL
2 months to use the hours	4 months to use the hours	6 months to use the hours
Once the time is used, our hourly rate for digital marketing/advertising and/or web development is \$180 per hour.	Once the time is used, our hourly rate for digital marketing/advertising and/or web development is \$180 per hour.	Once the time is used, our hourly rate for digital marketing/advertising and/or web development is \$180 per hour.

Prices exclude GST

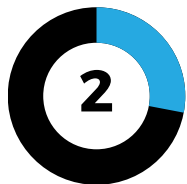


## OUR SOCIAL MEDIA PROCESS



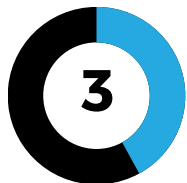
### Discovery and Goal Setting

The first step involves understanding your business goals, target audience, and overall objectives. We collaborate with you to define key performance indicators (KPIs) and set measurable social media goals that align with your broader marketing strategy, ensuring that every post supports your brand's vision.



### Social Media Audit

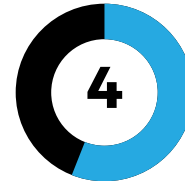
We conduct a thorough audit of your current social media presence, evaluating performance, engagement levels, and content quality. This audit helps us identify strengths, areas for improvement, and new opportunities to enhance your social media reach and impact.



### Strategy Development

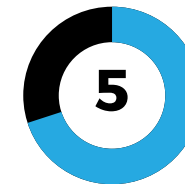
Based on the insights gathered from the audit, we develop a customised social media strategy tailored to your brand and audience.

This includes determining the best platforms, creating a content roadmap, and outlining posting frequencies. The strategy focuses on delivering engaging and valuable content while maintaining a consistent brand voice.



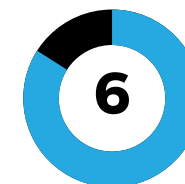
### Content Creation, Guidance & Editing

While the client provides the core content, we offer comprehensive guidance on content creation, including best practices and recommendations to ensure it aligns with the strategy. Once the content is submitted, we handle the editing, refining it to fit the platform's requirements and your brand voice before posting.



### Scheduling, Approval, and Posting

Once content is refined, we organise it using a monthly content calendar and share it with you for approval. After receiving your approval, we schedule the posts for optimal times to maximise engagement. Our process ensures all content aligns with your brand and objectives before going live.



### Community Management and Engagement

We actively monitor and manage your social media communities, responding to comments, messages, and fostering positive engagement.



### Analytics and Reporting

Finally, we measure the performance of all social media activities against the set KPIs. We provide detailed analytics reports that track key metrics such as engagement, reach, and follower growth. Based on the data, we offer actionable insights and recommendations to continually refine the strategy and improve results.

# ABOUT US

We're Adelaide's most trusted digital agency. ★★★★★

SOCIAL MEDIA | META ADS | GOOGLE ADS | WEB DESIGN | SEO

Hi! We're Digital Marketing Adelaide, we do digital marketing, and we do it really well. We are a one-stop-shop digital marketing and digital advertising consultancy with an emphasis on Brand Awareness, Lead Generation and Conversions.

Our dynamic digital marketing team of twelve, all local, focus on results driven marketing and helping businesses & brands grow – much to our clients' delight.

We have handpicked our digital consultancy crew to be social media specialists, Google-certified professionals, local web developers, SEO gurus, graphic designers, business analysts & digital strategists.

A complete digital marketing team working for you. Our journey began in 2016 and we still have our original clients – this is a testament to our values about building strong relationships and the results that we deliver.





## OUR SERVICES

We are a one-stop-shop digital marketing and digital advertising consultancy with an emphasis on Brand Awareness, Lead Generation and Conversions.

1

### Social Media Advertising

- Facebook Advertising
- Instagram Advertising
- LinkedIn, Twitter & Pinterest
- TikTok advertising
- Chatbots

2

### Google Ads (PPC)

- Google Search ads
- Google Display Ads
- Google Shopping Ads
- YouTube Advertising
- Google Certified Team

3

### Website Design & Development

- Fully mobile responsive sites
- eCommerce websites
- Web App development
- Landing Pages
- WordPress

4

### Search Engine Optimisation (SEO)

- Be on the first page of Google
- Onsite & Offsite SEO
- Conversion Rate Optimisation (CRO)
- Content & blog writing
- Local, national & international SEO

5

### Social Media Management

- Let us manage your social media
- Facebook and Instagram
- LinkedIn, Twitter & Stories
- Content creation & blogs
- Google My Business

6

### Training & Workshops

- One on one or group training
- Social Media Training
- SEO Training
- Chat GPT/AI Training
- Corporate Training

# Digital Marketing Adelaide

## OUR TEAM

We have handpicked our digital agency crew to be social media specialists, Google-certified professionals, local web developers, graphic designers, business analysts & digital strategists. A complete digital marketing team working for you to boost your brand, drive leads, and deliver conversions.

## BRANDS & COMPANIES WE ARE PROUD TO WORK WITH



# WHY DIGITAL MARKETING ADELAIDE?

With a dedicated team of Twelve full-time staff, over 9 years of industry experience, 54+ Five Star Google Reviews, and a holistic understanding of digital marketing, we're proud to say we're Adelaide's leading digital marketing agency.



## Adelaide Based Team

We are proudly based in Adelaide with a dedicated local team working for you. Being local allows us to deliver more targeted strategies and achieve better results for your business



## Our Legacy

Established in 2016 and we still have many of our original clients – this is a testament to the strong relationships we form with our clients and the results we deliver.



## Years Of Experience

We have 9 years of insights, but our digital team has been doing digital marketing for many more years than that... 67+ years in total experience across the team.



## We're Results Driven

One of our core values is "Above & Beyond". We utilise all our tools to achieve results, going the extra mile to build strong relationships and deliver great return for our clients.



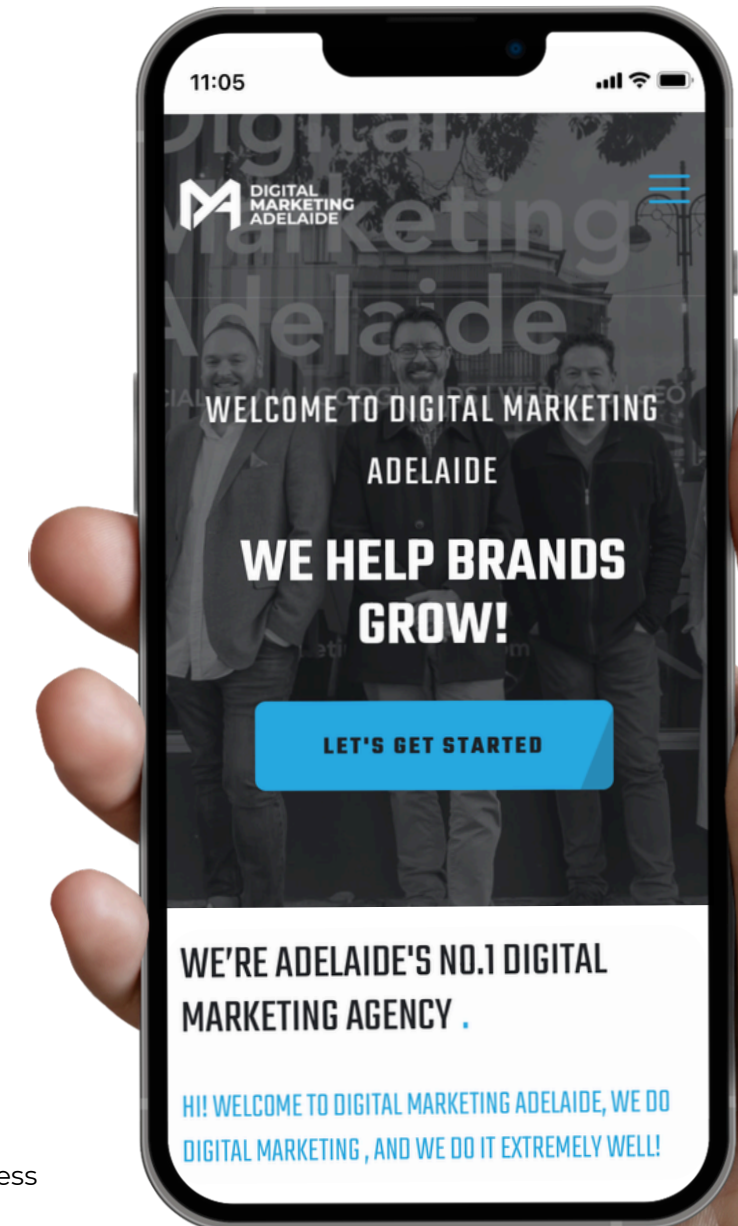
## Five Star Google Reviews

We are proud to have 54+ Five Star Google Reviews, a testament to the results we deliver and the relationships we build with our clients.



## Google & Meta Partner

We're Google Premier Partners, Meta Marketing Partners, LinkedIn Agency Partners, and part of the TikTok Business Program and Spotify Excellence Program.



# OUR CREDENTIALS

Our team has worked hard to ensure we are all qualified in-line with our premium partners. This ensures consistency, excellent results and quality control.



We are Meta Business Partners, recognised by Meta for our expertise and success in delivering quality solutions across Facebook, Instagram, Messenger, and WhatsApp.



This badge shows our company has met Google Ads spend requirements, delivered company & client revenue growth, and sustained & grown our client base.



Blueprint Certification recognises advanced level proficiency with Meta's family of products and services.



We are part of the LinkedIn Partner Program, an agency program being run through Microsoft to drive better results for advertisers.



This badge shows our company has met TikTok spend requirements, delivered company & client revenue growth, and sustained & grown our client base.



The Spotify Excellence Hub which is awarded to agencies with a minimum number of hours of ad completions.

# OUR TESTIMONIALS

Digital Marketing Adelaide

5.0 ★★★★★ 54 Google Reviews

Marketing Agency, North Adelaide, South Australia



We have been very happy with their service and results that we have seen our social media campaigns across not only the Adelaide Strikers, but across our Community Cricket Department. Digital Marketing Adelaide will always work through a solution to ensure they can service us to the best of their ability.

**Lucy Franklin – Adelaide Strikers/South Australia Cricket Association**



Digital Marketing Adelaide are brilliant. They have provided our business with a very sophisticated Facebook marketing campaign that works! We couldn't recommend them enough for their professionalism, hard work and dedication to supporting our business goals.

**Alice Evans – Evidence For Exercise**



Great service from Matt, Simon and the rest of the team. Their campaigns for our business yielded great results.

**Michael Roberts – TyreMag**



We have been working with these guys for a while - they have been professional and have heard & acted on our queries in a timely fashion to continually achieve for us a desire result - great team to work with.

**Patrick Carbone – Inertia Health Group**



Matt and his team are fantastic! The team at Adelaide Budgeting are very impressed with the results so far. We have experienced new members to our community and great brand awareness for our business in South Australia. Their understanding of the digital market is amazing!

**Andrew Mates – Adelaide Budgeting**



The DMA team were awesome when it comes to social media, Meta Ads and our email marketing. Our structure means there is a lot of red tape, but the Digital Marketing Team were able to work with us and deliver results. Thanks Matt, Simon and Team!

**Stephen Keens – Telstra/Betta Electrical**



I love this agency because they are one of the few in Australia who work across multiple social media platforms. I adore working with Michelle. She has so many great ideas, keeps me accountable and is a wealth of information. When I suddenly realised I needed a series of posts to launch the book, Michelle was on to it at a moment's notice.

**Karen Anderson - Escape To Better Foundation**



The team at Digital Marketing Adelaide have the knowledge, experience and most importantly hundreds of happy clients who are getting great results. I recommend them every time I am asked about social media experts who can help with social media setup, management, advertising or training. They always make me look good. Thank you Matt and the team!

**Greg Lawrynowicz – Edynam**



The team at Digital Marketing Adelaide is exceptional! They truly understand the needs of local businesses and deliver tailored marketing strategies that get results.

**Greg Male – Ernst & Young**



Matt has helped us grow our business into new territory, can highly recommend his company.

**Penny Riggs – Klemich Henley Beach**



I've been dealing with Digital Marketing Adelaide for almost 5 years now and have no hesitation in recommending them to others! They are honest, punctual & professional! Thanks guys.

**Michael Demchenko – Refresh Group**



The social media has been very well received with many comments from our customers and I have to say you have done really well. Both Ree & Michelle has been amazing

**Kavi Witharana – Dulwich Bakery**



Brilliant onboarding experience, and customer centric service attitude. I have no hesitation in recommending Matt at Digital Marketing Adelaide for their SEO, Google Ads & Facebook Ads Expertise.

**Paul Tosch - Lincoln College**



Matt and the team at Digital Marketing Adelaide are by far the best. The knowledge they know is just unbelievable and I have no hesitation in recommending them. So if you want your company to grow let these guys do the work for you. Keep up the great work guys

**Eric – Australian Lawn Wholesalers**



I highly recommend Digital Marketing Adelaide. We have been working with Matt, Simon and Andrew for a few years now and I have never been disappointed. They have loads of knowledge, keep us well informed and are always making suggestions to keep our business moving forward all while having a laugh. Thank you for all your hard work, so glad we found you to help with our Digital Marketing.

**Rhiannon Glover – Rowe Advanced Materials**



The people there are absolutely amazing. When I first walked in, I was greeted warmly and offered a nice beverage. Everyone there treated me with a lot of respect as if I was someone they knew personally and responded to all of my questions in a positive and respectful manner. Honestly couldn't recommend a better place to get your marketing enquiries done!

**Haithem – Port Adelaide Members Club**



Professional, reliable and clever. Thanks Matt!

**Kate Crocker - Websters Lawyers**



Without any doubt the owner Matt is a guru of everything Online for Business. My mind has been blown away by what can be achieved for reach and efficiency

**Ryan "KP" - Ulithorne Wines**

# AGREEMENT

## Terms Of Engagement

- We require a minimum commitment of 3 months to maximise the marketing potential of the campaign. After the initial 3 months, all we ask is that we have 30 day's notice before the next billing date (a simple e-mail is fine), to notify of cancellation otherwise the agreement will roll for another month and continue monthly.
- The management fee/set-up assumes all ad accounts and business pages are all set-up and access is provided. If DMA are required to set-up accounts/pages, this will be charged at \$180 per hour.
- If you wish to proceed, an initial invoice will be sent, but for subsequent months, we prefer a direct debit arrangement (Bank or Credit Card)
- Payment of advertising is made directly to either Facebook, Google or LinkedIn (whichever is applicable) using a credit card
- Payment of advertising (Ad spend) is separate to our monthly management fee
- We require 96 hours' notice for ads to be created on request. In the event that there is a need for ad delivery sooner than 96 hours, there will be an additional fee \$150 per ad campaign.
- Any extra work outside the scope in our proposal, on approval, will be charged at \$180 per hour with a minimum billing of 1 x hour - including web development work
- Our proposed price is held firm for 14 days from the date of this e-mail
- Our full Terms and conditions can be found here: [DMA T&C's](#)
- E & OE.



# THIS DOCUMENT

## Legal Notice

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In the event that the recipient proceeds with the services as presented in the proposal the document may be stored for reference only. The recipient acknowledges that they may not copy, reproduce, publish, distribute, modify, create derivative works of, rent, lease, sell, transfer, display, transmit, compile or collect in a database, or in any manner commercially exploit any part of the Digital Marketing Adelaide's content, or our services, in whole or in part to a third-party or use it in such a way as to cause commercial disadvantage to Digital Marketing Adelaide unless expressly authorised to do so in writing by Digital Marketing Adelaide.

This proposal remains valid for 14 days and prices may be subject to change after this time.





# OUR BRAND PROMISE

We will increase your brand  
exposure to your target  
demographic in less than 30 days



**WE LOOK  
FORWARD TO  
WORKING WITH YOU**