



Insight Media Marketing

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May 19, 2017

Mr. Allen Roswell, Owner
The Flower Pot
5225 Sunset Blvd
Los Angeles, CA 90027

Dear Mr. Roswell:

In response to your request posted on your website for a social media consultant, **Insight Media Marketing** is pleased to offer this proposal to meet your specific needs. We appreciate the opportunity to visit your shop and meet your staff. Your manager Gloria Summers was a delight to speak with and she was very knowledgeable and enthusiastic in helping us gather information needed to prepare this proposal.

After carefully reviewing your requirements for a social media presence, we believe that allowing **Insight Media Marketing** consultants to augment your current website and create social media profiles in Facebook, Twitter, and Instagram will guarantee exponential growth for your company. In this proposal we have enclosed our detailed plan including timeframe, costs, and qualifications.

Thank you for the opportunity to submit this proposal to The Flower Pot. We are confident that you will be pleased with the services we provide and with the professionalism we conduct ourselves in. If we can provide you with further information please call us at (213)INS-IGHT/ (213)467-4448 or visit us on Facebook.

Sincerely Yours,

Reynaldo Rivera
Marketing Coordinator

Insight Media Marketing Proposal

Mr. Allen Roswell, Owner

**The Flower Pot
5225 Sunset Blvd
Los Angeles, CA 90027**

May 19, 2017

Website Optimization

This agency will create a social media presence and do competitive analysis of your business including researching competitors in the Hollywood area. Our consultants will also develop an appealing website with your current website as a blueprint. This will be done by creating a user friendly atmosphere that allows the customer to browse seamlessly. Rest assured we will not publish anything until we get your approval to do so. We will also work on optimizing The Flower Pot's website to gain more views by extensively researching keywords that will have a high return on investment; specifically increasing clicks on Google. Google is the 4th most valuable brand in the world, holds 67% market share in search engines, and has made the internet available to billions of people (Planes 2013).

Social Media Management

We will save you time and effort because our consultants at **Insight Media Marketing** monitor social media applications for you daily allowing you to focus on other tasks. In our monitoring we will provide timely responses to all social media questions that customers may have about products. If there is ever a specific question our consultants don't know the answer to they will promptly email you for a solution. This will allow The Flower Pot to have a personal connection to its customers. The social media applications we monitor are Facebook, Twitter, and Instagram. People in the US spend 1 of every 5 minutes on Facebook or Instagram when using their phone (Flanagan 2015). With this increase in traffic we can guarantee you will attract new business.

Timetable

| | Detail | Deadline |
|--|---|----------------------|
| Website Maintenance and Analytics | Add or update photos, links, videos, and files every month or as needed. Analytics lets Flower Pot know who goes to the website and how they got there. | May 22, 2017 |
| Search Engine Optimization | Work with representatives at Google in finding keywords that increase wanted traffic. | June 12, 2017 |
| Social Media Management | Create a business profile in Facebook, Twitter, and/ or Instagram. Then begin monitoring activity and establishing clientele. Engage with customers when questions or requests arise. | May 26, 2017 |

Costs

For the first six months we recommend getting the Website Maintenance and Analytics, Search Engine Optimization, and Facebook package for a total of **\$2,320**. Once you see the improvement you made in those months, I am confident you will add the rest of our services.

Recommended Package for First Six Months:

| Service | Monthly |
|--|---------------------------|
| Website Maintenance and Analytics | \$70.00 |
| Search Engine Optimization | \$750.00 |
| Facebook business page will be updated weekly and customers concerns will be answered daily. | \$1,500.00 |
| | Total = \$2,320.00 |

Complete Package:

| Service | Monthly |
|-----------------------------------|--------------------------|
| Website Maintenance and Analytics | \$70.00 |
| Search Engine Optimization | \$750.00 |
| Facebook | \$1500.00 |
| Twitter | \$1000.00 |
| Instagram | \$1000.00 |
| | Total = \$4320.00 |

Qualifications

All of the consultants at **Insight Media Marketing** either have degrees in marketing, graphic design, or communications with at least two years of experience in the advertising industry. Our consultants specialize in search engine optimization, website design, social media management, and reputation management. **Insight Media Marketing** has worked with many businesses including Hollywood Banquet Hall, Trader Joes, Yosemite National Park, and The English Garden. We are more than glad to offer you a full list of our references upon request.

I understand hiring a social media marketing may seem daunting. Nearly everyone can make their own social media, but it takes a professional social media agency like **Insight Media** to make a company like your own, The Flower Pot, to have a strong influence and presence. “It’s true that hiring a social media agency can be a wise investment, but it’s not necessarily the right choice for every business” (Jackson 2015).

Works Cited

Flanagan, Will. "1 Out of 5 minutes on a Mobile Phone is Spent on Facebook or Instagram." *ChicagoInno*, Streetwise Media, 22 Apr, 2015, chicago.inno.streetwise.co/2015/04/22/facebook-mobile-stat-1-of-every-5-min-is-on-facebook-instagram/

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Planes, Alex. "What Makes Google One of America's Best Companies." *The Motley Fool*, The Motley Fool, 27 Feb. 2013, www.fool.com/investing/general/2013/02/27/what-makes-google-one-of-americas-best-companies.aspx