



RJ's  
**Design** *Studio*

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# PROPOSAL FOR SOCIAL MEDIA MARKET INSTAGRAM & FACEBOOK

## **BLOSSOM FLOWERS LANDSCAPING**



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## INTRODUCTION

This proposal presents a customized social media marketing strategy for Blossom Flowers Landscaping, designed to boost visibility, enhance audience interaction, and drive conversions through targeted content, strategic ad placements, and insights from performance analytics.

## PROJECT OVERVIEW

### Objectives

- Increase brand awareness and visibility.
- Drive engagement (likes, comments, shares, saves).
- Generate leads and conversions (website visits, sign-ups, sales).
- Build a loyal community through interactive content.
- Leverage analytics to refine strategies for better ROI.

### Target Audience

- Primary Audience:
  - Demographics: Age 25-45, 60% Female, 40% Male, Located in United Arab Emirates
  - Interests: Planting, Gardening etc.
  - Behavior: Engages with video content, shops online, follows influencers
- Secondary Audience: Pots, terrarium echo system Plants

## PLATFORM-SPECIFIC STRATEGIES

### A. Facebook Marketing Strategy

- **Content Strategy:**
  - **Engagement Posts:** Polls, questions, and user-generated content.
  - **Educational Content:** Blog shares, infographics, industry tips.
  - **Promotional Posts:** Discounts, product highlights, testimonials.
  - **Live Videos:** Q&A sessions, behind-the-scenes, product launches.
- **Advertising Strategy:**
  - **Boosted Posts:** Increase organic reach.



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- **Lead Ads:** Capture emails/phone numbers.
- **Retargeting Ads:** Target website visitors and past engagers.
- **Lookalike Audiences:** Expand reach to similar users.
- **Community Building:**
  - Respond to comments/messages within 24 hours.
  - Encourage reviews and testimonials.

## B. INSTAGRAM MARKETING STRATEGY

- **Content Strategy:**
  - **High-Quality Visuals:** Carousel posts, reels, and stories.
  - **Reels & Stories:** Trend-focused, engaging short videos.
  - **IG Shopping:** Tag products for direct purchases.
  - **User-Generated Content:** Repost customer testimonials.
- **Advertising Strategy:**
  - **Story Ads:** Quick, swipe-up promotions.
  - **Influencer Collaborations:** Partner with micro-influencers.
  - **Shoppable Posts:** Drive direct sales.
- **Engagement Tactics:**
  - Use interactive stickers (polls, quizzes, questions).
  - Host Instagram takeovers with influencers/employees.

## POSTING FREQUENCY & SCHEDULING

Platform	Frequency
Facebook	5-7 posts/week
Instagram	1 post/day + 3 stories

*\*Based on audience insights; adjustable after analytics review.*

## CHARGES, MILESTONES & TERMS OF PAYMENT

The total cost for the web application, outlined below, encompasses both front-end and back-end design and development.



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## Budget Breakdown

Category	Monthly Investment	Expected Outcome
Organic Content Creation	AED 800.00	Consistent engagement growth
Facebook Ads	AED 100/50/Day (Running 2/1 ads per day)	100 to 300 views
Instagram Ads	AED 100/50/Day (Running 2/1 ads per day)	100 to 300 views

## EXCLUSIONS

The following are the list of exclusions that shall be arranged by the Client:

1. Product High resolution photographs – Minimum Resolution 3840 x 2160 pixels
2. Payment Gateway Integration.
3. Logo.

## REVISIONS AND APPROVALS

- **Content Approval:** All content will be submitted to the Client for approval before posting.
- **Revisions:** Up to 2 rounds of revisions are included for each piece of content or campaign.

## CONFIDENTIALITY AND INTELLECTUAL PROPERTY

- **Confidentiality:** All information and materials provided by the Client will be treated as confidential and will not be shared without prior consent.
- **Intellectual Property:** The Client retains ownership of all content and assets created under this agreement.



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## SIGNATURES

By signing below, both parties agree to the terms and conditions outlined in this Scope of Work.

- *RJ's Design Studio:*

- **Signature:** \_\_\_\_\_
- **Date:** \_\_\_\_\_

- *M/s Blossom Flowers Landscape:*

- **Signature:** \_\_\_\_\_
- **Date:** \_\_\_\_\_

We trust that our proposal aligns with your company's expectations. Please feel free to reach out at your convenience to discuss any details and confirm the next steps.

**Sincerely,**

**Ruby Jerin Santosh**

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