

Social Media Management Proposal

For Redbric Villa Pvt Ltd

Presented By

Sparsh IT Solutions

14+ Years Experienced Digital Marketing Agency

1. Introduction

Greetings from **Sparsh IT Solutions**.

This proposal is prepared to outline a **revised and performance-driven Social Media & Digital Presence Management plan** for **Redbric Villa Pvt Ltd**, aligned with the quality, consistency, and results you are expecting from your brand's online presence.

With over **14 years of experience in Digital Marketing**, we have worked with real estate brands, developers, service providers, and corporates across India and overseas, delivering measurable growth, lead generation, and strong brand positioning.

2. Background & Current Scenario

- We are currently managing your social media activities at a budget of **₹10,000/month**.
- At this budget, we have **delivered more than what was originally committed**, within the practical limitations of the commercial scope.
- However, we understand your concern that the **output does not fully meet your expectations**.

After internal evaluation, we would like to transparently highlight that:

The quality, creativity, strategic planning, and lead-focused execution you are expecting cannot be sustainably delivered within the current ₹10,000/month budget.

Digital marketing—especially in the real estate segment—requires a combination of **content strategy, branding, consistency, ad optimization, and reputation management**, all of which demand adequate investment.

3. Our Recommendation (Clear & Honest)

To achieve:

- Strong brand positioning
- Better engagement & trust
- Consistent lead generation
- Improved Google visibility & reputation

👉 We recommend a minimum investment of **₹30,000/month**.

Goodwill & Confidence Offer

To showcase our capabilities and rebuild confidence:

- We propose to **start the first month at ₹25,000**.
 - Once you are **satisfied with the quality, delivery, and results**, we can seamlessly move to the **original ₹30,000/month plan**.
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4. Proposed Scope of Work

Social Media Content Management

- **12 High-Quality Social Media Posts per Month**
(Instagram & Facebook – creatives + captions + hashtag strategy)
 - **4 Personal Branding / Educational Reels per Month**
(Founder/Brand-focused, awareness-driven & trust-building content)
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Google My Business (GMB) Management

- **10 GMB Post Updates per Month**
- **Monthly Photo Updates on GMB Profile**
- **Review & Reputation Management**
(Monitoring, responses, and brand-safe handling)

- **SEO Optimization of GMB Profile**
(Keywords, descriptions, services, and visibility improvement)
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Paid Advertising (Meta Ads)

- **Meta Ads Management for Lead Generation**
- **2 Ad Sets per Month**
(Audience targeting, creative strategy & optimization)

Ad budget to be borne directly by the client and is not included in the management fee.

5. Strategic Approach

Our execution will focus on:

- Brand consistency & premium visual appeal
 - Educational + trust-building content
 - Location-based visibility for real estate buyers
 - Lead-focused ad creatives & targeting
 - Strong Google presence to support buying decisions
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6. Weekly Review & Coordination (Mandatory)

To ensure success, the following is **essential**:

- **Weekly Review Meetings** (15–30 minutes)
- Performance discussion
- Content feedback & approvals
- Alignment on upcoming campaigns

Digital marketing is a collaborative process, not a one-way service.

7. Key Challenges to Address (Important)

For this engagement to succeed, we must jointly resolve these two challenges:

1 Feedback on Time

- We currently receive **complaints after delivery**, but **constructive feedback during execution is delayed**.
- Timely feedback helps us correct, optimize, and improve faster.

2 Active Participation

- Brand growth requires **client-side involvement**, especially for:
 - Approvals
 - Inputs
 - Market insights

Without timely feedback and participation, even the best strategies cannot perform optimally.

8. Commercials

Professional Fees

- ₹25,000 for the First Month (Trial & Performance Phase)
 - Post satisfaction: ₹30,000/month
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9. Why Sparsh IT Solutions?

-  **14+ Years of Industry Experience**
 -  Proven results across real estate & service brands
 -  Transparent communication & realistic commitments
 -  Strategy-first approach, not just posting
 -  Dedicated account handling & reporting
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10. Closing Note

This proposal is designed to:

- Set **clear expectations**
- Deliver **quality over quantity**

- Build a **long-term, result-oriented partnership**

We genuinely believe that with the right budget, collaboration, and process, **Redbric Villa Pvt Ltd** can build a strong and trusted digital presence.

We look forward to your approval and a fresh, focused start.