

APC DIALOGUE SOCIAL MEDIA CAMPAIGN PROPOSAL

We hereby submit this proposal to you on the provision on Social Management. We have a collective expertise of people with vast experience in providing Social Media integration.

Objectives of APC DIALOGUE SOCIAL MEDIA CAMPAIGN

- Aid Audience Sensitization and engagement
- Aid interactions locally and globally.
- Enhanced Media convergence and maintenance
- Provide prospects with easily accessible information
- Enhance the image of the Event/Party

Design Methodology

There is a NEED to be New Media Savvy as it is replacing how information is dispersed and on real time. As a part of our dynamic development methodology, we identify the following ingredients that make a successful new media campaign. These characteristics will be incorporated into THE **APC DIALOGUE website**, if any to fulfill and enhance the objectives above.

STRATEGY OUTLINE

Scope of work

The social media and management integration will be in the phases listed below

- Photo Session with key players (Photographer)
- Develop Vision focused Ideas
- Creative Content development will be key (Graphic designers)

Administration features

- Admin backend for social media management
 - Editing information and changing contents
 - Analyzing and Managing feedback on each platform
 - Managing events on each platform
 - Pictures gallery management
 - Video uploads and management
 - Changing banner images and texts
 - Board information and profiles
 - Creating and managing blog posts
 - View feedbacks from visitors/followers
 - View contacts messages from visitors/followers
 - View visitor/followers count and statistics

- Update of New products and Items

Management

To ensure consistency and excellence, we would co-manage the platform for Three months.

REQUIREMENTS

Official email address and passwords

Twitter and Facebook handle (If not available, create new once)

Passwords – You can change passwords once verification is done

SOCIAL MEDIA SERVICES

Twitter:

Twitter Trend

Twitter advert to drive increase

Drive around conversations and interactions

Daily Posts from top influencers

Display of creatives on Twitter Avatars and headers

Massive RTing of photo stories from the official account

Facebook page

Weekly Posts

Photo posts

Sponsored advert

Display of creatives on Twitter Avatars and headers

Sponsored Blogs

Blog Post 5 Blogs (Featured posts)

BBM

Daily broadcasts to BBM Users and Bi Weekly display of creatives on our BBM displays

Sponsored post – content would be on User's profile and feed compelling click to browser

Feature Placement- Feature of active BBM channel

Instagram

Daily posts of creative

YouTube

Bi Weekly post of Brand analysis/Visual Press Release

Street sampling campaign and Exclusive interviews

Online PR

Content development

Press release distribution to local online platforms

Press release distribution to international online platforms

RESOURCES NEEDED

Photo creatives

A device (A Tab will be preferred)

Press Release (Featured articles)

Activation tweets

Active inquiry details (email and Telephones)

Website

Official Twitter, Instagram, and Facebook page (If Any, Twitter Account Is a Must)

Fiscal Outlay

Description	Cost ₦
Design, Development:	
Social Media Integration (SMI)	Free

Twitter	\$1200 (12months) N378,000
Facebook	\$1200 (12months) N378,000
Instagram	\$200 N63,000
Pintrest, Google+ and YouTube	\$500 N157,500
Online PR Personnel	50,000x12 N600,000
SM Management and Maintenance Uploading and production creation	150,000
Site Unveiling and audience sensitization online	200,000
Total:	1,170,500
10 VAT	117,50
Grand Total	N1,182,250

Payment Terms

We request that payments should be made in favour of **EventsFeel Communications Limited**. We require full payment for project.

Delivery Period: 1 year