



Project Proposal

**Social Media**



**Marketing proposal for**

**Create Strategy > Design Posts & Videos > Manage Campaigns > Convert Customers**

Project ID #10999v2sm/08082020

**New Waves Digital Marketing and Web Design Agency.**

**Statement of Confidentiality**

New-Waves will deal with all the documents, which were shown to us as confidential. We are ready to sign a confidentiality agreement if you feel it is necessary.



## Project Description.

Social Media Marketing Plan Mainly for Instagram, Snapchat, and Facebook.  
In addition to some other targeted platforms

### Social Presence objectives:

- ✓ Plan, design and manage social media campaigns
- ✓ Reach out to individuals and companies seeking your company services and products in Qatar
- ✓ Promote deals and the special offers
- ✓ Create Brand Awareness
- ✓ Build a Strong Web Presence for Marketing Success
- ✓ Builds Customers Volume
- ✓ Drive Traffic to your company social pages and the website.

#### WHY CHOOSE NEW WAVES TO MARKET YOUR BUSINESS ONLINE?

- We are a team of online marketing experts, dealing with most types of businesses and fully familiar with the Qatari market
- We love what we do and believe in it and we have a great passion for achieving tangible results for our customers that help them reach their clients online in a practical way. We have already done this for many businesses in Qatar
- You can consider us as a new member of your marketing and sales team. Our role and expertise will be online marketing, trust us, we will be a great added value to your marketing team and the management as well.
- With pride, we are partners of the Ministry of Transportation and Communication in the State of Qatar to transform small and medium-sized enterprises into digital companies, and for more than three years we have provided many free services and workshops for companies' owners and emerging businesses in Qatar for digital transformation and marketing



## What New Waves will do: We Do Real Marketing!

### The works that will be done by New Waves

1. Starting from creating the social media marketing strategy to create the target audiences to finalize the online plan, it will be just the start!
2. The posts designs, motion graphic videos, covers, stories, advertising, campaign management will be our responsibility! it will be based on the received information and content from you.
3. We can help in generating ideas for campaigns, creating the post captions, hashtags, text that will be used on the creative work based on your objectives, deals, and offers
4. The main three platforms for paid advertising will be Instagram, Facebook and Snapchat. But not limited to it. It might include partially Google ads based on the strategy and the target audiences
5. We will create some custom audiences on Facebook and Instagram as well. it can be used later with any ads without the need to create it again. and also, it still customizable.
6. New Waves will create motion graphic videos and animate some posts to make it more attractive, also we will create a Facebook cover video

## What You Will Provide:

### Expected from

1. Needed a point of contact with whom all content requests, queries, etc could be made.
2. Your company will provide the following regularly:
  - a. High-resolution photos and videos that directly related to the products and services
  - b. Detailed info about the products, services, deals, promotions and any additional useful information (soft copy).
  - c. Feedback of some happy customers (if get their approval)
  - d. Micro-moments contents related to your company products and sevicees.
3. Share with New Waves the operation and marketing plan that related to the products that will be promoted in the social media and working closely together



## Project Pricing

The Monthly Price of the Social Media Marketing

QR 3,150 /-10% OFF of the regular price ~~QR 3,500~~

(all the features mentioned in this proposal)

### Terms:

- The contract would be valid for **One Year, or Six Months, or Three Months Trials**
- The minimum contractual period is **Six Months.** (**Three Months Trials** is accepted).
- The payment will be quarterly ( **every three months in advance** )
- For the first quarter only, to enable you to try our social media marketing services, we can split the due amount into two installments by cheques in advance! 50% advance and 50% due after a month.
- Your company and/or New Waves have the right to terminate the coming quarterly periods of the contract without cause prior to the end of the initial three months' period, it must be presented with written notice of termination before at least 1 month of the end date of the first quarter.

### Optional:

- We highly recommend investing at around \$500 as monthly paid Advertise Budget on the targeted social media platforms to get the most benefit of it and to get real customers to



Sample video designs which we created to our clients:

- <https://www.youtube.com/NewwavesNetQA>

----- and much more ...! -----

Sample of our designs for social media marketing:

- [https://youtu.be/Tub-SdGgP\\_s](https://youtu.be/Tub-SdGgP_s)

----- and much more ...! -----

Screenshots of our clients Instagram which designed by us:  
(more than 10 Instagram screenshots as a sample of our work)

- <https://drive.google.com/open?id=1adjpnSf6Fbq0pd-UAOtmd7NHall6cylU>

----- and much more ...! -----

New Waves Services and partial list of our clients

- <https://youtu.be/AwR3rakYmG0>

----- and much more ...! -----