



Done-for-You Proposal Template for Freelancers!

A copy-paste-ready proposal to help you close more clients with clarity
and confidence.

Designed for: Freelancers / Agency Owners



MarketersClique

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Join *MarketersClique* – the community for social media marketers who don't
settle.

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Welcome to your plug-and-play proposal! This resource is designed to:

- Save you hours writing custom proposals
- Make you look polished and professional
- Convert more leads into paying clients

Who it's for:

Freelance social media marketers who offer content creation, strategy, or full-service social media packages.

How to use it:

Open the Google Doc, copy it to your Drive, and edit the highlighted sections. Update branding, services, and pricing – and you're good to go.



About MarketersClique

MarketersClique is a niche community built just for social media marketers like you.

Inside the community:

- ✓ Get feedback on your proposals
- ✓ Find job leads and partnerships
- ✓ Ask questions, share wins, and learn fast
- ✓ Access tools, templates, and expert sessions

Join 1000+ freelancers, strategists, agency owners, and brand managers.

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The Proposal Template

You can design this in Google Docs or Notion. Here's the structure:

Page Title

Social Media Services Proposal

Client Name: [Insert Client Name]

Prepared By: [Your Name or Business Name]

Date: [Insert Date]

Section 1

Introduction

Hi [Client Name],
Thank you for considering me to support your brand's social media goals.

Based on our recent conversation, I've outlined a package that aligns with your objectives.

Below is a breakdown of how we can work together.



Section 2

Goals & Project Scope Your Goals:

- Increase reach & engagement on Instagram and LinkedIn
- Improve content quality and consistency
- Drive traffic to [insert website/product/service]

Proposed Scope:

- **Platform Management:** Instagram + LinkedIn
- **Content Creation:** 12–15 posts/month
- **Strategy Call:** 1x/month
- **Basic Reporting:** Monthly engagement summary

Section 3

Packages & Pricing Option 1 – Essentials Plan: ₹15,000/month

- 8 posts
- 4 reels
- 2 strategy check-ins

Option 2 – Growth Plan: ₹25,000/month

- 15 posts
- 6 reels
- Monthly reporting
- Content calendar + planning

Note: Custom packages available on request.



Section 4

Timeline & Workflow Start Date: [Insert Date]

First Delivery: Within 5 days after onboarding form submission

Project Duration: Month-to-month / 3-month retainer

Workflow Summary:

1. Onboarding form
2. Kickoff call
3. Weekly updates via WhatsApp/Email
4. Monthly performance report

Section 5

Terms & Next Steps Payment Terms:

- 50% upfront, 50% before final delivery (first month)
- UPI / Stripe / Razorpay accepted

Next Steps:

1. Confirm package selection
2. Sign service agreement
3. Receive onboarding form & invoice





Bonus Tip

Want feedback on this proposal before sending it?

Drop it inside *MarketersClique* and get input from 1000+ fellow freelancers.

Let's help each other close better, faster, smarter.

Join Now

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