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Social Media Marketing Services Sample Proposal

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Bethany Margolis
Publisher
FictionFlite Books
1000 Westport Way
Portland, OR 97036

Ms. Margolis,

Digital Highway Media Services is excited to submit this proposal to provide social media services for your new publishing enterprise. We know that competition is tough in the publishing world, and we understand that your company needs to become established as quickly as possible. These days, social media marketing is the most efficient and least expensive way to do that.

Digital Highway Media Services knows social media. The internet is our world. We understand how to use all the social media sites to monitor the market and create a successful business presence on the web.

We strongly believe our proposal has been thoroughly outlined and will meet or exceed all of your expectations and requirements. We will call you next week to schedule a meeting. Thank you for your consideration and for putting your trust in Digital Highway Media Services.

Sincerely,

Jamie Anderson
Customer Development Lead
Digital Highway Media Services
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PROPOSAL

Social Media Plan for FictionFlite Books

Prepared for: Bethany Margolis
Publisher

Prepared by: Jamie Anderson
Customer Development Lead





CLIENT SUMMARY

FictionFlite Books is a new publishing company that needs to quickly establish a public presence and gain readership for its books.

“We have the social media expertise to help Digital Highway Media Services succeed.”

The Objective...

FictionFlite Books needs to become known to readers and begin selling books as quickly as possible.

- FictionFlite Books must revamp their corporate website for maximum connectivity to social media sites.
- FictionFlite Books must create consistent profiles in all popular social media sites.
- FictionFlite Books must participate in daily conversations and share news with users of social media sites.

The Opportunity...

Digital Highway Media Services has the social media expertise to help FictionFlite Books succeed with online marketing and branding.

- Make the reading community aware of FictionFlite Books as quickly as possible.
- Advertise individual books to readers.
- Sell books online.

The Solution...

Digital Highway Media Services will revamp the corporate web site, create a network of social media sites, and implement an action plan to establish FictionFlite Books as a reputable publisher and advertise its books to the internet market.

- Revamp the corporate web site for maximum connectivity to social media sites.
- Create multiple linked profiles within the social media stratosphere.
- Actively participate in the online conversation stream to announce new books and attract readers to the corporate website.





NEEDS ASSESSMENT

Digital Highway Media Services has identified the following needs for FictionFlite Books.

As a new publisher, FictionFlite Books needs to find the most effective methods of reaching readers and marketing books to them.

With the decline in the number of physical bookstores, the internet has become the international marketplace for books. This trend has opened the book market up to new publishers, but also brings great challenges, because each year, hundreds of thousands of new books are published in the internet world. FictionFlite Books needs to quickly become known as a new publisher of quality books.

Social media marketing is the key to success in the internet market. Digital Highway Media Services proposes to help FictionFlite Books succeed in their new endeavor by creating an appealing social media presence for the company and devising and carrying out an appropriate online marketing campaign to help FictionFlite Books sell books. We've included a few details below.

Needs

FictionFlite Books needs to develop a social media presence and online marketing campaign.

Market

With the decline in numbers of physical bookstores, most readers discover and buy books online these days. Online sales of books grow exponentially each year.

Solution

Digital Highway Media Services will consult with FictionFlite Books to revamp their current website in order to achieve maximum connectivity to new social media sites that will be created by Digital Highway Media Services in Facebook, Pinterest, LinkedIn, Google+, Goodreads, Twitter, and other popular social media areas.





COMPETITIVE ANALYSIS

The following is our preliminary research based on information provided by FictionFlite Books and obtained from publicly available resources regarding competitors of FictionFlite Books. Our analysis compares your strengths and weaknesses relative to each competitor and explains how the proposal addresses any problem areas.

● **FaveBooks Inc.**

Like FictionFlite Books, FaveBooks is a new publisher that specializes in women's fiction. FictionFlite Books plans to publish a wider range and greater number of titles per year than FaveBooks. FaveBooks already has an established social media presence on the internet, and is especially active on Facebook, Twitter, and Pinterest.

Digital Highway Media Services will create more social media profiles for FictionFlite Books than are used by FaveBooks, and these profiles will reach a broader audience.

● **Moonride Publishing Company**

Moonride has been in business for two years, publishing 20 romantic suspense titles per year. FictionFlite Books plans to publish a wider range and greater number of titles per year than Moonride Publishing. Moonride has an established presence in social media, with a strong influence in Google+ and Twitter.

Digital Highway Media Services will create social media profiles on more sites for FictionFlite Books than are used by Moonride, thereby reaching out to a wider audience.

● **Whyte Horse Books**

Whyte Horse Books publishes twenty paranormal romantic suspense novels each year. FictionFlite Books plans to publish a wider range and greater number of titles per year than Moonride Publishing. Whyte Horse is well known for its creative posts on Facebook and Twitter.

Digital Highway Media Services will create social media profiles on more sites for FictionFlite Books than are used by Whyte Horse. Digital Highway Media Services will show FictionFlite Books how to best use Facebook and Twitter for maximum advantage.

Summary

Although FictionFlite Books has competition in its market niche, it has a broader appeal. If it can succeed in becoming quickly established, FictionFlite Books has the capability to become much more profitable than any of its competitors.





MARKET AND AUDIENCE

The following describes FictionFlite Books' target market and audience.

The target market niche

FictionFlite Books plans to specialize in mysteries, romantic suspense, and romances featuring strong women protagonists. These are books that appeal primarily to women readers.

The size of the target market

According to organizations that track book purchases, the majority of mystery readers today are women. Nearly all readers of romantic suspense and romances are women. In fact, women are estimated to make up between 50 and 70 percent of book buyers in general.

Where they can be reached

Romance readers and female mystery readers are very active online, particularly on Facebook, Twitter, and Goodreads, with growing interests in LinkedIn, Pinterest, and Google+.

Target market demographics

Romance readers are of all ages and occupations, including students, stay-at-home mothers, and professional women, while the majority of women mystery readers are forty years or older and tend to have professional careers or be retired from corporate positions. Many of these readers also share hobby interests such as gardening and cooking.

What will cause the target market to respond to the campaign

Studies show that women readers rely most often on recommendations from friends and trusted sources to help them find new books. Posting announcements, reviews, and excerpts from new books online will effectively reach this market.

How this project will benefit the target market

Avid readers are always looking for new authors to meet and new books to read. Using social media to get the word out about a new line of books will cause great excitement in this community.



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