

PR/SOCIAL MEDIA MANAGEMENT PROPOSAL

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1.ABOUT TSP MEDIA

TSP Media is a dynamic and innovative public relations and digital marketing agency dedicated to transforming the online presence of brands and organizations. With a strong focus on delivering measurable results, TSP Media specializes in crafting tailored social media strategies that resonate with diverse audiences. Our team of experts excels in creating engaging content, driving brand awareness, and fostering meaningful interactions across various digital platforms.

TSP Media is registered under Istart and capable to take workorders

At TSP Media, we pride ourselves on our ability to understand the unique needs of each client and develop customized solutions that align with their goals. Our services range from comprehensive social media management to content creation, influencer partnerships, and digital advertising. We are committed to staying ahead of industry trends and leveraging the latest tools and technologies to ensure our clients achieve optimal results.

With a proven track record of success across multiple sectors, including government, tourism, education, and consumer brands, TSP Media is well-equipped to handle the demands of a rapidly evolving digital landscape. Our strategic approach, combined with our creative flair, makes us the ideal partner for organizations looking to enhance their digital footprint and engage with their target audiences effectively.

TSP Media is professional and capable agency ready to handle the social media and strategical needs of any govt./semi-govt. department or organaisation

2. OBJECTIVES

INCREASE BRAND AWARENESS:

Enhance any govt./semi-govt. department or organisation's visibility on social media platforms by targeting key demographics across Rajasthan and beyond.

ENGAGEMENT:

- Develop content strategies to foster interaction with followers, encouraging them to engage with any govt./semi-govt. department or organisation's initiatives and achievements.

LEAD GENERATION:

- Utilize social media to convert followers and viewers into active students through targeted campaigns.

REPUTATION MANAGEMENT:

- Maintain any govt./semi-govt. department or organisation's esteemed reputation through positive messaging, PR activities, and swift response management.
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3. SCOPE OF WORK

3.1 SOCIAL MEDIA PLATFORM MANAGEMENT

- **Platforms:** Facebook, Instagram, Twitter, LinkedIn, YouTube.
- **Activities:**
 - Daily content creation and posting.
 - Community management (responding to comments, messages, and engaging with the audience).
 - Regular updates on any govt./semi-govt. department or organisation courses, programs, and success stories.
 - Use of local language content to resonate with the target audience.
 - **Creation of Reels:** We will create engaging Reels, leveraging trending formats and topics to increase visibility and engagement, especially on Instagram and Facebook.

3.2 CONTENT STRATEGY

- **Content Types:** Educational posts, infographics, videos, success stories, student testimonials, live sessions, Reels, and announcements.
- **Frequency:** 20-25 posts per month per platform, including Reels.
- **Content Calendar:** A well-structured monthly calendar that includes all planned posts, campaigns, and significant dates.
- **Visual Design:** Professionally designed graphics, videos, animations, and Reels tailored to any govt./semi-govt. department or organisation's brand identity.

3.3 LANDING PAGE CREATION

- **Landing Page Design:** We will create a user-friendly landing page, linked with each social media post. This page will be designed in a way that residents of Rajasthan in all corners of state can easily understand and fill in their details.
- **Purpose:** The landing page will help in capturing and storing data of interested visitors or viewers, ultimately aiding in lead generation and follow-up strategies.
- **Integration:** The landing page will be integrated with a database to store the information securely and efficiently for future use.

3.4 ADVERTISING AND PROMOTIONS

- **Google Ads & Meta Ads:**
 - **Budget:** Additional to the monthly fee (to be discussed based on campaign requirements).
 - **Objective:** Increase visibility, drive traffic to the website, and generate leads.
- **Promotions:** Paid social media promotions to increase follower count and engagement.

3.5 INFLUENCER AND PSEUDO-MARKETING

- Collaborate with local influencers and educational personalities to promote any govt./semi-govt. department or organisation.
- Implement marketing strategies to organically grow the follower base.

3.6 REPORTING AND ANALYTICS

- **Monthly Performance Reports:** Detailed reports on engagement metrics, follower growth, campaign success, and areas of improvement.
- **Analytics Tools:** Use of tools like Google Analytics, Facebook Insights, and third-party analytics software for in-depth performance tracking.

3.7 PR AND CRISIS MANAGEMENT

- Develop and implement PR strategies to enhance any govt./semi-govt. department or organisation's image.
 - Proactive reputation management to address and mitigate any negative publicity.
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4. DELIVERABLES

- **Content Calendar:** Monthly plan of all social media posts and activities.
- **20-25 Social Media Posts:** Per platform per month, including Reels.
- **Landing Page:** A dedicated landing page linked with each social media post, designed to capture and store data from interested visitors.
- **Monthly Reports:** Detailed performance analysis and future recommendations.
- **Ad Campaign Management:** Regular updates and performance reports.
- **PR Strategies:** Quarterly PR plan and execution.

5. COST ESTIMATE

Scope: Comprehensive management of all social media platforms (Facebook, Instagram, Twitter, youtube shorts) including regular posting, community engagement, and overall platform maintenance.

- **Content Creation (Graphics, Posts, Captions):**
Cost: ₹60,000 per month
Details: Design and creation of 15-20 posts per month, with customized graphics and engaging captions that align with any govt./semi-govt. department or organisation's branding.
- **Platform Management & Community Engagement:**
Cost: ₹35,000 per month
Details: Daily monitoring and management of all social media accounts, engaging with followers, and responding to comments and messages to build a strong online community.
- **Reels Creation:**
Cost: ₹22,500 per month
Details: Production of 5-7 engaging reels per month, leveraging trending content to boost reach and engagement.

2. CONTENT CALENDAR & STRATEGY DEVELOPMENT

Scope: Development of a detailed content calendar and overall social media strategy tailored to any govt./semi-govt. department or organisation's objectives.

- **Content Calendar Creation:**

Cost: ₹15,000 per month

Details: Planning and scheduling content across all platforms to ensure consistent posting that aligns with any govt./semi-govt. department or organisation's goals.

- **Strategy Development:**

Cost: ₹20,000 per month

Details: Includes research, competitor analysis, audience segmentation, and the creation of a comprehensive social media strategy.

3. MONTHLY PERFORMANCE REPORTS

Scope: Preparation of detailed monthly reports analyzing the performance of social media campaigns, including key metrics, insights, and recommendations.

- **Monthly Reporting:**

Cost: ₹10,000 per month

Details: Includes the preparation of a comprehensive report detailing social media performance, audience growth, engagement rates, and strategic recommendations for future campaigns.

4. LANDING PAGE DESIGN & INTEGRATION

Scope: Designing a dedicated landing page linked to each social media post, tailored for locals of Rajasthan to capture data from interested visitors.

- **Landing Page Design:**
Cost: ₹30000 (One-time fee)
Details: Custom-designed landing page that is user-friendly and optimized for local audiences, ensuring easy data collection.
 - **Integration with Social Media Posts:**
Cost: ₹10,000 per month
Details: Linking the landing page with all relevant social media posts and optimizing it for conversions and data capture.
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TOTAL MONTHLY/ANNUAL COST (EXCLUDING ADDITIONAL FEES)

- **Total Monthly Cost:** ₹1,75,000 plus 18% tax
- **Total Annual Cost :** ₹21,00,000 plus 18% tax

Note: The following costs will be charged extra as per the campaign requirements:

- **Influencer Fees**
 - **Google Ads Costs**
 - **Meta Ads Costs**
 - **Event Promotion Costs**
 - A detailed budget for these additional services can be discussed and customized based on any govt./semi-govt. department or organisation's specific goals
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6. CONCLUSION

This proposal outlines a comprehensive strategy to boost any govt./semi-govt. department or organisation's social media presence, ensuring that it remains at the forefront the achievements . Our approach, including the creation of engaging Reels and a user-friendly landing page, will not only increase engagement and brand loyalty but also convert online interactions into real-world learning opportunities for students.

We look forward to the opportunity to work with any govt./semi-govt. department or organisation and contribute to the success of its initiatives.

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