

# Social Media Management Starter Pack

## Freelancer Starter Checklist

### SKILLS & TOOLS SETUP

- Learn platform-specific features (Instagram, Facebook, LinkedIn, etc.)
- Master content tools (Canva, CapCut, InShot)
- Get familiar with scheduling platforms (Buffer, Hootsuite, Meta Suite)
- Create a portfolio (use your own pages if needed)

### CLIENT ACQUISITION

- Set up profiles on Fiverr, Upwork, PeoplePerHour
- Optimize LinkedIn profile and post service offers
- Draft an outreach message for DMs and cold emails
- Join local business Facebook groups

### YOUR OFFER

- Define your niche (e.g., cafes, salons, fitness coaches)
- Set your service packages and pricing
- Create a sample 7-day content plan
- Design a quick one-page pitch deck

## Social Media Proposal Template

### SOCIAL MEDIA MANAGEMENT PROPOSAL

Client Name: [Client Business Name]

Your Name: [Your Full Name]

Date: [Insert Date]

### OBJECTIVE:

To increase [Client Business Name]'s brand visibility, engagement, and customer reach through consistent

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and strategic social media content.

## PLATFORMS:

- Instagram
- Facebook
- LinkedIn (optional)

## CONTENT SCHEDULE:

- [e.g., 3 Posts per Week]
- Stories/Reels [X times/week]
- Monthly Analytics Report

## SERVICES INCLUDED:

- Content Planning + Calendar
- Graphic Design using Canva
- Captions with relevant hashtags and calls-to-action
- Scheduling and publishing
- Community management (responding to comments & DMs)

## INVESTMENT:

Starter Plan: \$XXX/month

Growth Plan: \$XXX/month

Custom Plan: Available on request

## CONTACT INFO:

Email: [Your Email]

WhatsApp: [Your Number]

Portfolio: [Link to Google Drive, Behance, or Instagram]

I look forward to helping you grow your business online!

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Best regards,

[Your Name]