

The social media proposal

From: [your agency], [address], [email]

For: Oxbow Dog Daycare, daycare, boarding and grooming at two locations in Spokane, Washington (South Hill and Spokane Valley)

Accounts: Instagram and Facebook

Term: six months, from Monday, January 4 to Wednesday, June 30, 2027

Issued: Monday, November 16, 2026. Valid until: Wednesday, December 16, 2026

1. WHAT YOU TOLD US

1.1 Front-desk staff post when there's time, which came to nine posts between August and October, four of them in one week.

1.2 The Spokane Valley location opened in September and its weekday daycare runs at about 40 of its 70 places. Filling those places is the reason for this work.

1.3 Staff will drop phone photos and clips into a shared folder every day. We don't photograph dogs except on the shoot in 4.2.

1.4 You close for snow on a few days most winters and need to say so on both accounts within the hour.

2. WHAT WE PROMISE EACH MONTH

2.1 Sixteen feed posts. A post adapted for both Instagram and Facebook counts as one.

2.2 Four short videos of up to 30 seconds, cut from the clips in 1.3.

2.3 Replies to comments and messages Monday to Saturday, 8:00 to 18:00 Pacific, within three business hours. Nobody watches the accounts outside those hours.

2.4 The next month's calendar by the 20th.

2.5 A two-page report by the fifth business day, with the figures in section 3.

3. WHAT WE REPORT BUT DON'T PROMISE

3.1 Followers, reach, engagement and the inquiries that arrive as messages. We report these figures every month and review them with you at day 90, and none of them is a condition of the fee.

3.2 Starting point, measured on Thursday, November 12, 2026: Instagram 1,840 followers, Facebook 2,310 followers, 3 message inquiries in October.

4. FEES

4.1 Monthly fee, \$2,980: upkeep of two platforms \$640, sixteen feed posts at \$90 each \$1,440, four short videos at \$135 each \$540, and the calendar, approval call and report \$360.

4.2 Setup in January, one time, \$1,650: account audit, content plan, post templates and one half-day shoot at both locations.

4.3 Six-month total: \$19,530.

5. THE DAY-90 REVIEW

5.1 Friday, April 2, 2027, one hour, with the section 3 figures for January to March next to the starting point in 3.2.

5.2 The review can change the mix in section 2 at the prices in 4.1. Three feed posts (\$270) trade for two short videos (\$270) without changing the fee. Changes start on the first of the following month.

5.3 The review doesn't change anything already delivered or invoiced.

6. EXTRAS, PRICED BEFORE YOU ASK

6.1 A feed post beyond the month's count: \$90.

6.2 A short video beyond the month's count: \$135.

6.3 An added platform, such as TikTok, Pinterest or Google Business Profile (both locations count as one): \$380 a month for upkeep, with its posts taken from 2.1 or bought under 6.1.

6.4 An extra half-day shoot: \$850.

6.5 A post published within one business day of being asked: \$55 on top of its price.

6.6 Running boosted posts or ads: \$350 a month for ad budgets up to \$1,500. You pay the ad budget directly to Meta.

6.7 Anything not named here: \$110 an hour, quoted in writing before we start.

7. WHO DECIDES

7.1 [owner's name], owner, accepts this proposal, approves each month's calendar by the 25th and approves any extra in section 6.

7.2 Posts not approved two business days before their date are held, and the agreement that follows this proposal sets out what happens to them.

8. PAYMENT

8.1 Setup is invoiced on acceptance. The monthly fee is invoiced on the 1st and due within 15 days.

8.2 Extras are invoiced with the next monthly fee.

9. NOT INCLUDED

9.1 The ad budget itself, payments to influencers, website changes, printed flyers and photography beyond 4.2. We're happy to quote any of them separately.

10. ACCEPTANCE

Accepted by: _____ Date: _____