



# SOCIAL MEDIA MANAGEMENT PROPOSAL

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Content Creation | Post Strategy | Sponsored Adverts

**Juma GFX**

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# The Junction

## Intro

The estimated attention span of the average human is 10 – 20 minutes. This estimate is still largely dependent on the person's choice to focus or/and refocus. In simpler terms, there is a window of less than a minute to convince a human being to focus on whatever it is you want him or her or they (we can't leave out the non-binary) to pay attention to.

Does this ring a certain “elevator pitch” bell?

I have an ‘unhealthy’ amount of facts to feed you but that's not what we're here for so I'll drop one more fact. Right after babies recognize shapes, they start getting attracted to colors and eventually are able to differentiate one from the other. Interestingly, the average human mind remains biased to bright colors which is why a girl in a yellow sunlight dress would catch your eye before the girl in the gray jumpsuit.

If you've read up to this point, I'm sure you're asking yourself, “What am I blabbing about?” Good question! Now, imagine being able to tell your brand story to your target market in the most colorful way that captures



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their attention and keeps them stuck on your brand. Well, you can stop imagining now because at Juma GFX, we recreate your imagination, dip it into our creative sauce, wrap it around with our deep insight about your market niche and serve it to them as an experience they can never forget.

Let's throw all the sweet talk aside and get serious. How do we achieve all these seemingly exaggerated promises?

## SIVA

Business 101 states that whatever business you intend to begin or service you intend to provide must **solve a problem**, which is why our first course of action is to identify the problem and provide effective solutions.

We are in the age of **information** where information truly is power. I like to call this 'story telling' because story telling is still recognized as the earliest means of passing information. We are constantly researching on innovative ways to fashion our stories to captivate the audience.



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One may wonder about the difference between regular stones and precious stones and why one can be exchanged for money. The answer is pretty simple, **value**. At Juma GFX, we place value well at the forefront of the services we deliver. We strive to ensure that we provide you with as much value as your business deserves.

Finally and equally important, we provide **access**, access to impeccable service delivery at your comfort. It's like saying 'open sesame' to a locked door and watching it open. Yes, it is really that easy.

If you're not yawning yet, my job is done. Welcome to Juma GFX, let us tell your brand story!




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## SM Content Creation

Social Media Content Creation has become a powerful and paramount tool for business growth, visibility and sustainability. It not just about creating mediocre content currently, but educative, entertaining and executional content that can captivate your target audience or market who have a very short attention span, in other to engage them creating leads and ultimately conversions which proffers sales to the business.

Juma GFX provides **SM Content Creation** services ranging from image and GIF to video formats on Facebook, Instagram, LinkedIn and Twitter. Video and GIF contents have gone viral in 2019 and is here to stay, because they tend to be more engaging than static images if done properly. This shouldn't be abused though, as videos are recommended to be short (15 secs)max and used strategically.

We would love to manage The Junction. **SM content creation**, because we believe the company has a lot of media content that can be showcased in a creative way to create a professional and healthy perception of the brand to its target audience.





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## SM Post Strategy

Social Media Post Strategy is a very important aspect of Social Media Management, because a company or business should know why, when and for who they are posting. This will help with how professionally contents will be created, arranged and timed for efficiency and effectiveness of the effort put into content creation.

Without the above, the company will be directionless and eventually waste resources, which will lead to a downgrade instead of the obvious.

Juma GFX puts efforts into research, knowing what is and isn't working or trending combining our findings with standard tools and resources to provide you with effective results.

We believe a lot in planning, providing strategic posts for short and long term brand goals. We do this in two ways; posts for organic growth (slow) and via paid adverts which leads us to...



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## SM Sponsored Posts

Sponsored Posts or Paid advertisement as its also called has become highly important for any business that wants to really grow and get clients online. The giants of social media platforms: Facebook and Instagram changed their post algorithm mid-2018 to show your posts to only about 10% of your followers on their platforms. This has created a situation whereby normal posting for organic growth has become very slow and shouldn't be much of a focus for any serious business that wants to look professional and most importantly generate leads and sales from these platforms.

Juma GFX can help The Junction in this aspect, providing a full-scale service, by creating the content and promoting these contents on Facebook, Instagram and LinkedIn.

Call, DM or email us via our contacts above, if you'd like for us to talk further to know what you want and really need so that we structure out a price plan to your convenience. Kindly view our pricing plans below. We look forward to growing with your brand. Thank you.



# Social Media Management Plans

FEATURES	BASIC N60,000	STANDARD N90,000 	PREMIUM N180,000	CUSTOMISED
Social Platforms	 	  	   	    ...
Posts /month	12 posts	20 posts	28 posts	4 - 40 posts
Image content /month	6 images	10 images	12 images	Customised
GIFs content /month	4 GIFs	6 GIFs	10 GIFs	Customised
Video content /month	2 videos	4 videos	6 videos	Customised
Social Media Calender	Yes	Yes	Yes	Yes
Post frequency/ week	3 days 1 post/ day	5 days 1 post/ day	7 days 1 post/ day	Customised
Sponsored Ads /month (included in plan cost)	<b>N5,000</b>	<b>N10,000</b>	<b>N20,000</b>	Customised
Monthly Report	Yes	Yes	Yes	Yes

Kindly note that the **Sponsored Ads** are for Facebook and Instagram and is included in the overall plan cost. If you wish to run Ads for Twitter and LinkedIn, an extra cost will be incurred based on your budget.



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## Post Plan Offer - Standard

### Important Notes:

- No mediocre rule.
- Delicious local dishes ( Seasoned cooks from Enugu).
- An amazing dining experience (the meal, quality & prompt service, great ambience & amazing people).

The above shows that The Junction aims to create a perfect dining experience with awesome tenets. The above will be constantly shown in different creative outcomes amongst other features the brand possesses.

A total of 20 posts/ month (10 images, 6 GIFS and 4 videos) on Facebook, Instagram, and Twitter will be created to show what The Junction is all about.

We would like to use this media to Educate your target audience on wellness through local and organic meal intake, and entertain them with mouthwatering delicacies, tips your the process. We will kindly use the points below as a guide:



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- How local and organic meals influence body wellness.
- **#PimpMyTasteBuds**
- **#StraightOutOfEnugu**
- **#LocallsTheNewClassy**
- **#MCM:** may involve male Master Chefs, their achievements, and signature meals.
- **#WCW:** may involve female Master Chefs, their achievements, and signature meals.
- **Food Poetry** to be posted and promoted on the last Friday of the month.
- **#WorldFoodDays**
- **#Mealoftheday**
- **#TJA** (The Junction Ambience).
- Customers Reviews

We implore that you kindly make available beautiful, color popping images of your meal. Also, we will like you to share with us every spontaneous video you make for editing (eg: use proper dimensions on lg stories and a motion graphic to improve quality, engagement and show professionalism)

**Note:** Our Premium Plan includes us shooting a video(s) and providing 20 quality images of your meals, environment and service process at a designated day(s).



Thank  
You

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We hope to hear from you at your  
earliest convenience.

