

**Contract for Social Media Management Services**  
**Sadie Quagliotto**  
3874 Samuel Ave  
Rochester Hills  
MI, 48309

## **Summary**

Sadie Quagliotto Social Media Services will create content and manage the Downtown Ferndale's channels to help tell the story of Downtown Ferndale and the DDA. From openings to closing to celebrations and parking updates we will use this channel to showcase all the great things happening in Downtown Ferndale. The goal of this channel is to bring positive attention and business to Downtown Ferndale. It is also to highlight all of the amazing things that the DDA has planned for 2022/2023 and to be a place where locals and visitors can get the information that they need to utilize our city to the fullest.

## **Social Media Management Service Contract**

### **Social Media Marketing Proposal**

#### **1. SUMMARY**

- a) This is a suggested set of social media strategies and implementation procedures for The Ferndale DDA that are based on the results of the market analysis, a study of social media trends, and other relevant applications. I believe this proposal provides a complete social media marketing strategy that will culminate in successful results for your business.

#### **2. ANALYSIS OF SITUATION**

- a) I will post 5-7 x per week on multiple platforms, this will include Facebook, Instagram, and Twitter. Weekly content and topics of posts will be cultivated in partnership with The Ferndale DDA but will be written and executed by Sadie Quagliotto.

#### **3. TARGET AUDIENCE**

- a) I will continue to use analytics to cater our content to reach the most people and to get the highest interaction. The goal is to create original content that caters to our follower's preferences to generate new leads and increase brand awareness/interaction/visits to Ferndale. A monthly analysis of the stats will also help guide this.

#### **4. STRATEGY AND TACTICS**

- a) **Facebook-** I will post 6-7 x a week. Post time will be determined by a study of analytics. This can include targeted sponsored posts as determined by Sadie Quagliotto and The Ferndale DDA and paid for by The Ferndale DDA.
- b) **Twitter-** I will post 6-7 times a week based on the best time analytics. It is very important to provide customer service through this app, followers expect to be able to talk to "people" through twitter. Likely will be a place that we will filter complaints and concerns more than anything else.
- c) **Instagram-** I will post 6-7 times a week at the best time as determined by analytics. Instagram followers are brand loyal and statistically will patronize/use your business. This can include paid or sponsored posts as determined by Sadie Quagliotto and The Ferndale DDA and paid for by The Ferndale DDA.

Sadie Quagliotto will also create Instagram stories/videos 7-10 times a week based on what is going on that week. This will include “permanent” stories that showcase the best things about Ferndale including places to shop, special events, stories about the city stories that answer frequently asked questions. These stories will range from 3-7 slides and tell a story.

Sadie will provide community management on all social platforms this will include responding to questions and comments within 24/48 hours. If the comment or issue is not something that Sadie can address, she will pass it along to Lena as soon as she is made aware so that the DDA can address it.

- d) Sadie will visit Ferndale 1 to 2 x a month to create original content. This will include short video clips and pictures.
- e) Sadie will provide a monthly analysis of the accounts and will meet with the team 1 x per month (virtually/phone/in person) to plan for the month ahead and to discuss the past months progress.

## 5. IMPLEMENTATION

- a) Post 6-7 x a week (based on algorithms and availability of content) on all social media channels.
- b) Consistently interact with current and potential followers on all platforms, responding to questions and inquiries in a timely manner.
  - Re-examine the analytics on all platforms on a monthly basis and adjust the plan as needed.
  - Curate new original content to give our followers even more of a reason to follow us.

## 6. GOALS AND OUTLOOK

Upon implementation of the above social media marketing strategy, my analysis projects the following outcomes:

- Attracting active and engaged followers, along with the increased business/awareness for the city of Ferndale.
- Build a consistent brand across all social media channels.
- Set Ferndale apart from the other cities by establishing a consistent and comprehensive online identity.
- New and consistent traffic and attention to the city of Ferndale.
- Be a place where Ferndale residents can turn to get up to date information about their city.

## 7. PLANS AND FEES

The monthly rate is \$2000/month for all items discussed above.

8. **PAYMENT AND CONDITIONS**

Payments can be made once a month. I must be paid upfront to start services. A monthly invoice will be sent on the first of the month and will be due within 7 days. You can pay by Check, Cash, Venmo, or Paypal. I am a 1099 employee and I do claim all my payments on my taxes.

+ Please note if you pay via Paypal it must be friends and family unless you want to pay the additional fee.

Client Contract: Months, starting on July 1, 2022 and ending on June 30, 2023.

LATE FEE There is a 15% late fee for every week payment is late.

9. **ACCEPTANCE**

Your signature below indicates acceptance of this social media marketing proposal. Your initial payment per the terms above will also represent acceptance of this proposal, and entrance into a contractual agreement with Sadie Quagliotto.

Signatures:

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Sadie Quagliotto Social Media Services

Date:

*Lena Stevens*

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Lena Stevens

Ferndale Downtown Development Authority

Date: 5.31.22