

## **Overview:**

Over the last two and a half years there has been a huge shift in social media. The channels, we use, how we use them and how we interact with social media has completely changed. This is one hundred percent because of TikTok. This platform has set the new standard for what people expect to see and it has made video, specifically TikTok style video the most popular form of shared media on all platforms.

This means, it's time for Downtown Ferndale to get into the TikTok game!!!

## **Goals:**

Start and grow a new TikTok channel for Downtown Ferndale

Sadie Quagliotto Social Media Services will use their expertise and knowledge to create videos that are on trend, interesting and help grow our following/peoples interest in our city/people coming to Downtown Ferndale. Please be aware we will not be able to use most trending sounds at the beginning. But as we grow we will be able to use more features. I think voiceovers and really showing off the cool things/people/places in the city will help us grow with organic content.

## **How:**

We develop a TikTok account for Downtown Ferndale with the goal of sharing 2 pieces of original content and duetting 2 pieces of content/week on most weeks.

## **How I will get content:**

Sadie Quagliotto Social Media Services + DDA will come up with 8 to 10 places/things/events that they want to feature on the TikTok channel over the upcoming month.

Sadie will then visit the city 1/2 times a month to get this content

These visits can be on her own and/or collabed with the businesses. I think we should have a mix of both. Schedule a few places that know I'm coming and will participate and a few that are more aventguard with voiceovers/fun music/jumping on trends etc. These would be park features, art features, shopping local for the holidays, ideas like that this that I can manage on my own time and with my skills. This way we have a few different ways of reaching people/showcasing the city. These videos will also be content that the businesses can re-use and re-share without having to do the work, so it's a benefit for them!

How we source and share the 2 pieces of content:

First, we build out a list of everyone in Downtown Ferndale that currently has a TikTok and add to it as people join (seems like everyone will soon enough). Then, I will source the best videos that week and duet them using filters and comment on the videos.

Bonus: I can download these videos without the watermarks and put them up on our other channels (Facebook/Instagram) as more personal content which should also help these channels grow. We have a wide age group to reach and being on all these channels with better eye-catching videos is a great way to continue reaching everyone we want to.

We will also be putting these up in YouTube without the watermark.

## **EXECUTIVE SUMMARY**

This is a suggested set of social media strategies and implementation procedures that are based on the results of 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.

## **TARGET AUDIENCE**

Initially, I will be collecting data based on the first month of posts but as I learn more about our audience I will begin to cater the content/ posting schedule towards market analysis. The goal is to create content that caters to our follower's preferences to generate new leads and increase brand awareness and walk-in traffic/class sign up.

## **IMPLEMENTATION**

How to get started:

- Get TikTok login.
- Change TikTok to a business account.
- Build a list of all the businesses that have TikTok's.
- Set up first meeting with DDA to establish plan.
- Visit Downtown Ferndale for first batch of content.

## **PLANS AND FEES**

The monthly rate is **\$1000 month** for all the items we discussed above. This fee covers everything discussed in this proposal (as laid out above), interacting with followers and potential customers online (within 72 hours or less), developing content, and analyzing analytics. Content will come from the cooperation of the DDA but be written and dispersed by Sadie Quagliotto Social Media Services.

## 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 of 15%.

Client Contract: I think we should start off with a 6-month contract and then reevaluate the price/plan after that time. It can take a while to learn what your followers want and to create the content that your followers will want to see. 6 months is more than enough time to make moves and increase sales/followers/business. Then at that time, we can re-look at our plan/payment/future.

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

### ACCEPTANCE :

Your signature below in combination with your initial payment per the terms above indicates acceptance of this social media marketing proposal and entrance into a contractual agreement with Sadie Quagliotto Social Media Services.

Start Date: December 1, 2022

End Date: May 31, 2022

Signatures:

*Lena Stevens*

Downtown Ferndale

Date: 10.26.22

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Sadie Quagliotto Social Media Services

Date: