

# Social Media Marketing

PRESENTED BY  
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# Who We Are

## Our Story



### Sajeel Mughal

Owner / Founder

I'm passionate about helping businesses grow. I enable my clients to use simple and effective marketing tools to drive their business forward. With 11 years of working in sales and marketing, campaign management and project management you are in good hands to take your business to the next level with Prospect Point.



I hold an Upper Class BA Honours Degree in Business Management, which has equipped me with strong competencies in strategy, marketing, and operations. This provides a robust theoretical foundation that supports my work.

An entrepreneurial spirit drives my professional journey, marked by the charismatic and astute leadership I've brought to the teams I've managed. In previous roles, I've lead and coached teams showcasing my ability to guide and inspire others towards shared goals. I've also actively implemented strategies for long-term clients, overseeing complex projects from initiation to completion.

Through this, I've honed my problem-solving skills and demonstrated a commitment to client success that has become a hallmark of my approach.

I lead a vibrant family life, relishing precious moments with my family. Football and food is both a passion and a pastime for me, My love for the outdoors extends to exploring the natural beauty of various locations, and I am eager to embark on more adventures across the UK and overseas.

# Overview

Our social media management services are designed to help businesses increase brand awareness, generate more leads, and improve customer engagement.

We create and share high-quality content that resonates with your target audience and helps you build a strong social media presence.



## Our Approach



We create and manage effective social media Ad campaigns that deliver real results fast.

The content we create is clean, crisp and clear and takes your business to new heights. We deliver meticulously thought-out projects to ensure your objectives are met.

You can rely on us to deliver and tell your story how you want it be told, using your branding, company goals and tonality at the heart of what we create.



# Industry Analysis

Which platform best suits your business?

## Social Media Platform Stats

SOCIAL MEDIA MARKETING PLATFORMS				
	PEOPLE	CONTENT	STRATEGIES	CONS
	<ul style="list-style-type: none"><li>• 25-34</li><li>• Boomers</li></ul>	<ul style="list-style-type: none"><li>• Photos &amp; links</li><li>• Information</li><li>• Live video</li></ul>	<ul style="list-style-type: none"><li>• Local mkting</li><li>• Advertising</li><li>• Relationships</li></ul>	<ul style="list-style-type: none"><li>• Weak organic reach</li></ul>
	<ul style="list-style-type: none"><li>• 18-25</li><li>• 26-35</li></ul>	<ul style="list-style-type: none"><li>• How-tos</li><li>• Webinars</li><li>• Explainers</li></ul>	<ul style="list-style-type: none"><li>• Organic</li><li>• SEO</li><li>• Advertising</li></ul>	<ul style="list-style-type: none"><li>• Video is resource-heavy</li></ul>
	<ul style="list-style-type: none"><li>• 18-24, 25-34</li><li>• Millennials</li></ul>	<ul style="list-style-type: none"><li>• Inspiration &amp; adventure</li><li>• Questions/polls</li></ul>	<ul style="list-style-type: none"><li>• Ecommerce</li><li>• Organic</li><li>• Influencer</li></ul>	<ul style="list-style-type: none"><li>• High ad costs</li></ul>
	<ul style="list-style-type: none"><li>• 25-34, 35-49</li><li>• Educated/wealthy</li></ul>	<ul style="list-style-type: none"><li>• News</li><li>• Discussion</li><li>• Humor</li></ul>	<ul style="list-style-type: none"><li>• Customer service</li><li>• Ads for males</li></ul>	<ul style="list-style-type: none"><li>• Small ad audience</li></ul>
	<ul style="list-style-type: none"><li>• 46-55</li><li>• Professionals</li></ul>	<ul style="list-style-type: none"><li>• Long-form content</li><li>• Core values</li></ul>	<ul style="list-style-type: none"><li>• B2B</li><li>• Organic</li><li>• International</li></ul>	<ul style="list-style-type: none"><li>• Ad reporting &amp; custom audience</li></ul>
	<ul style="list-style-type: none"><li>• 10-19</li><li>• Female (60%)</li></ul>	<ul style="list-style-type: none"><li>• Entertainment</li><li>• Humor</li><li>• Challenges</li></ul>	<ul style="list-style-type: none"><li>• Influencer marketing</li><li>• Series content</li></ul>	<ul style="list-style-type: none"><li>• Relationship building</li></ul>
	<ul style="list-style-type: none"><li>• 13-17, 25-34</li><li>• Teens</li></ul>	<ul style="list-style-type: none"><li>• Silly</li><li>• Feel-good</li><li>• Trends</li></ul>	<ul style="list-style-type: none"><li>• Video ads</li><li>• Location-based mkting</li><li>• App mkting</li></ul>	<ul style="list-style-type: none"><li>• Relationship building</li></ul>

# Our Plans & Milestones

A 3 month plan to generate leads

MONTH 0	MONTH 1	MONTH 2	MONTH 3
Plan	Go Live	Test measure and improve	Plan next 3 months
Create a clearly defined strategy and a 3 month plan	The campaign will be live on all the agreed platforms	We'd expect enquiries to land and tweak the campaign	We'll continue to optimising the campaign and plan the next phase

## Our 5 Step Plan

### 1. Outline Your Goals and Key Audience

Our approach is bespoke. We understand that every business is unique, so we take the time to understand your goals and identify the audience you want to engage with.

### 2. Research and Develop a Strategy

By conducting competitor analysis and reviewing your existing social media platforms, we will propose a tailored strategy that works best. There are countless opportunities for those willing to innovate.

### 3. Plan, Create, and Execute Your Posts

We design the posts using your brand. The content will be refined before sending it to you for approval, after which we'll schedule the posts.

### 4. Community Management

We'll keep a close eye on comments and engagement with any leads send straight into you to make contact

### 5. Tracking, Tweaking, and Reporting

Monitoring stats will enable us to make adjustments and improve your campaign. We will report back to help understand what's working well and where we can make continued improvements.

# Our Packages

3 tiers to  
choose from

## 3 Month Social Media Packages

	Setup	Monthly Fee (X3)	Total
<b>Ascend</b>	£325	£250	£1,075
<b>Elevate</b>	£425	£350	£1,475
<b>Summit</b>	£525	£550	£2,175



### Ascend

2 social media platforms  
1 posts per week on each  
platform  
1 day per week / 7 hours  
per week



### Elevate

3 social media platforms +  
**WhatsApp Adverts**  
2 posts per week on each  
platforms  
1.5 days per week / 10.5  
hours per week






### Summit

**Up to 5 social media  
platforms  
+ WhatsApp Adverts**  
3 posts per week on a each  
platform  
2 days per week / 14 hours  
per week

# Contact us for further inquiries

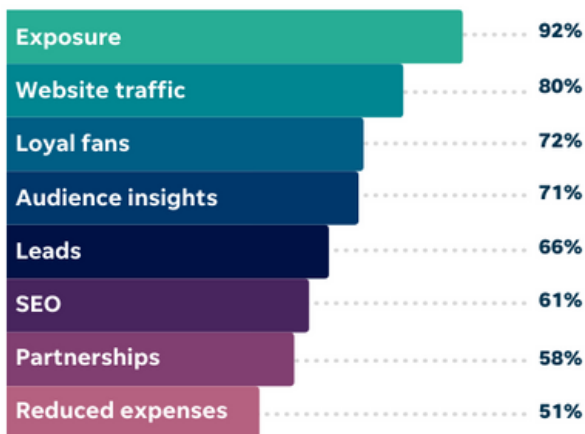


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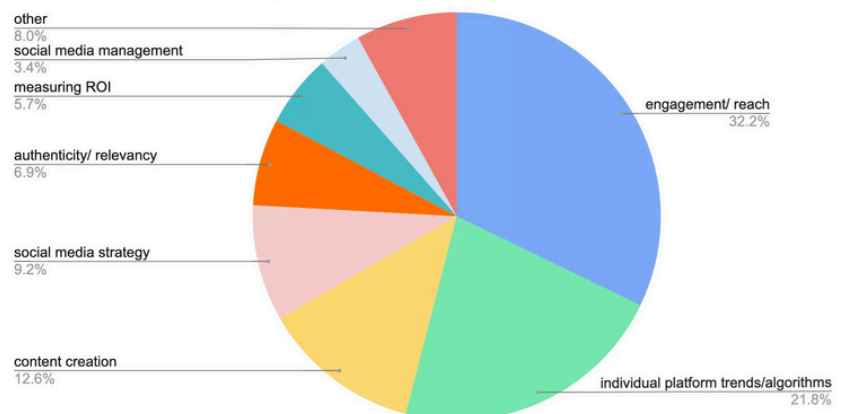




### BENEFITS OF SOCIAL MEDIA MARKETING



### SOCIAL MEDIA CHALLENGES



### SOCIAL MEDIA FUNDAMENTALS

