[Front page: This is where you include your detailed contact information in addition to the proposal report's title and the client's name. For example, you could write “Rollerblading social media channel proposal for Smith Companies.” The contact information you can include is your name, the company you work for, your work phone number, your professional email address and your website if you have one.]

[Executive summary: This is the first section of your proposal and provides a brief description of it. Consider summarizing the important components of the proposal, such as a problem you've identified, the anticipated results of the proposal and the budget.]

[Introduction: This section follows the executive summary and addresses the client's potential issues. You can include a brief statement about why you're the best person to address their problems. Offer a quick description of your company, your relevant experience and any other employees who may work on the project.]

[Business objectives: In this section, explain to the potential client that you fully understand their company's goals and objectives based on the research you've performed. Identify the company's challenges and needs.]

[Social media goals: Include the company's social media goals. Consider using the SMART goals technique to denote the specific social media objectives the company wishes to achieve.]

[Scope of work: This is where you focus solely on your strategy and the research and social audits that support it. Try to connect your proposed strategy to the social media goals of the company. Common topics to cover in this section include content creation, social media engagement, lead generation and social media campaigns and promotions.]

[Deliverables: This section is where you can make it clear as to what you plan to provide the client. It's important to have a precise understanding of who is responsible for what.]

[Budget and schedule: This section is used to outline a schedule for the social media project that includes when the company can expect each deliverable. You may also discuss the budget in this section, which can include information such as exactly how and on what you plan to spend the company's money on this project.]

[KPIs and audits: Next, ‌inform the client of how you plan to measure the success of the project. For example, you could explain which analytics you may assess and monitor.]

[Proof of work: Proof of work shows the client that you truly understand the project and have experience, achievements, case studies or testimonials to prove it. Consider sharing previous results you've got for other clients and how they affected their business.]

[Terms of agreement: The last step of writing a social media proposal is the terms of agreement section. You can include your pricing structure and propose payment terms. You can also ensure everyone understands who's in charge of what throughout the collaboration.]