



Kenya Website

Web Design | Web Hosting | Graphic Design | Online Marketing
0704445999

info@kenyawebbsite.com

www.kenyawebbsite.com / www.kenyawebbsite.co.ke

KENYA WEBSITE

Social Media Marketing Proposal

1. Service Overview

Kenya Website provides end-to-end social media marketing solutions designed to build brand awareness, drive qualified web traffic, and generate high-converting business leads. I will strategize, launch, and optimize targeted Pay-Per-Click (PPC) social advertising campaigns while continuously analyzing performance metrics to deliver measurable results.

2. Execution Strategy & Campaign Management

To deliver immediate visibility and engagement rather than waiting solely on slow organic growth, campaigns utilize paid social media advertising (PPC).

Under this all-inclusive service package:

- **All-Inclusive Pricing:** The monthly flat rate of KSh 20,000 covers everything—both professional campaign management and the direct platform ad allocations. You will not incur any additional or unexpected charges.
- **End-to-End Handling:** I directly manage all ad budget allocations, targeting setups, creative assets, and technical operations from start to finish.

Continuous Keyword & Audience Research

Before, during, and after campaign execution, comprehensive keyword and audience research is conducted. Keywords represent target topics, intent-driven search queries, and audience descriptors that connect directly with prospective clients.

The campaign targeting is structured around three core pillars:

- **Relevant:** Focuses exclusively on intent-driven keywords and high-converting audience segments closely aligned with your products or services. This prevents wasted traffic, boosts click-through rates, and lowers effective cost-per-click.
- **Exhaustive:** Combines high-volume industry search terms with specific long-tail keywords. Long-tail phrases capture users with high purchase intent while offering lower competition and better cost efficiency.



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- **Adaptive & Expansive:** Targeting parameters and keyword lists are systematically reviewed and adjusted at the end of each monthly cycle, creating an evolving campaign environment that adapts to market trends.

3. Strategic Social Media Platforms

Campaigns are strategically executed across the platforms that best align with your business objectives and target audience demographic:

- **Facebook:** Ideal for reaching a broad audience, building strong brand authority, running direct lead generation campaigns, and engaging prospective clients.
- **Instagram:** Essential for visual showcase, brand storytelling, and capturing active, visual-focused demographics.
- **X (formerly Twitter):** Effective for real-time engagement, industry updates, and capturing specialized niche audiences.

4. Performance Metrics & Expected Outcomes

Campaign progress and performance are continually tracked and measured against three main business objectives:

1. Brand Awareness Expansion

- **Follower Growth:** Tracking the overall expansion of your potential audience base.
- **Reach & Impressions:** Monitoring daily, weekly, and monthly content exposure across target audiences.
- **Brand Engagement:** Measuring user interactions including shares, retweets, mentions, and comments.

2. Website Traffic Generation

- **Social Referral Volume:** Measuring the total influx of site visitors coming directly from social campaigns.
- **Traffic Share:** Determining the proportion of your overall web visitors driven by social channels.
- **Visitor Quality & Bounce Rate:** Evaluating on-site engagement to verify traffic quality.
- **Click-Through Rate (CTR):** Assessing the effectiveness of ad messaging and call-to-action prompts.



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3. Lead Generation & Customer Acquisition

- **Direct Lead Capture:** Collecting verified contact information (e.g., email addresses, phone numbers) through dedicated ad forms.
- **Resource Downloads:** Tracking user downloads for gated assets such as guides, catalogs, or price lists.
- **Lead Conversion Rate:** Evaluating the percentage of social leads that successfully transition into active business opportunities.

5. Service Pricing & Delivery Terms

Package Component	Details & Inclusions
Monthly All-Inclusive Fee	KSh 20,000 per month (Covers complete professional management and direct platform ad costs. You do not pay anything extra.)
Delivery & Duration	Monthly renewable service contract.

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