

**Lee Neidorf**

Royalty Solutions Online Inc.

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## **Social Media Marketing Proposal**

Anidjar & Levine | November 2nd, 2023



**Company Summary:**

Royalty Solutions Online Inc. are consultants specializing in web design, search engine optimization (SEO), social media marketing (SMM), search engine marketing (SEM), website development & web management services. We target the needs of our customers with goals of generating leads, maximizing profit & return on investment, and providing the absolute best in customer satisfaction. Royalty Solutions Online Inc. offers services for firms both large and small.

We provide unique websites featuring extraordinary content with professional & effective graphic design, while generating new business through custom marketing campaigns. Royalty Solutions Online Inc. provides Custom Web Design, Search Engine Marketing, Graphic & Logo Design, Content Writing, Print and much more. Our consultants specialize in developing a successful formula to drive more traffic to your business.

Our experience in website design, online marketing, and graphic design make it possible to create a uniform image online and off. We aim to be a solution for your business with the goal of being a long-term partner for you and your growing business.

**Marketing Summary:**

Royalty Solutions Online Inc. and Anidjar & Levine share a common vision to enhance the law firm's current social media presence and posting style, ultimately aiming to strengthen online visibility and engagement. Royalty Solutions Online Inc. will also be implementing strategic Facebook and Instagram advertising campaigns, tailored to highlight the expertise of Anidjar & Levine in personal injury and car accident cases. Our combined efforts are geared towards fostering a more compelling and effective online brand identity while expanding your reach to better serve your audience.

See the full scope of the proposal below.

**Point of Contact:**

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## Social Media Marketing Proposal & Scope

### Clients Services:

Car Accident & Personal Injury

### Marketing Locations:

Naples, Fort Myers, Fort Lauderdale, West Palm Beach, Orlando, Jacksonville, Tampa

### **Exclusivity:**

For the life of our partnership, we pledge not to work with any other car accident & personal injury attorney in Florida, safeguarding our mutual interests & preserving the exclusivity of our collaboration.

### **1. Month 1 Setup: November**

- a. **Target Market Research:** We will gain valuable insights into the distinct characteristics, preferences, and behaviors of your desired client base, empowering us to tailor our marketing strategies for a precise alignment with their needs and expectations.
- b. **Competitive Analysis:** We will take a closer look at the local market by examining what marketing strategies and ads are being used by the top players in the industry. This will help us gain a clear understanding of your competitors and, in turn, shape our advertising strategy and market position for maximum impact.
  - i. 2 Types of Legal Marketing Styles: (Ad samples on Virtual Proposal)
    1. **Professional Firms:**
      - a. Morgan & Morgan, Rubenstein Law, Atl Injury Law Group, Cohen & Cohen, Weinstein Legal, Gold Law
    2. **Influencer Lawyers:**
      - a. CEO Lawyer, Top Dog Law, Miami Injury Lawyer
- c. **Audit Existing Social Media Platforms:**
  - i. Comprehensive evaluation of your current social media presence, assessing factors like content quality, audience engagement, and adherence to brand guidelines. This process helps identify areas for improvement and sets the stage for strategic enhancements to better align your social media strategies with your objectives.
- d. **Build Out Social Media Posting Calendar:**
  - i. A social media calendar acts as a strategic blueprint, helping us schedule, organize, and optimize your content, ensuring a consistent and effective online presence to engage and grow your audience.
- e. **Build Out Organization Calendar for Events:**
  - i. A calendar of events is crucial for planning social media posts as it provides a structured roadmap to ensure timely, relevant, & engaging content that resonates with your audience & aligns with your brand's objectives.
- f. **Build Out Paid Advertising Campaigns:**
  - i. Build Out Campaigns & Ads, Setup Conversion Tracking, & Connect to CRM
- g. **Style of Posting & Ads:**
  - i. Blend of The Professional Firm (80%) with a little influencer spice (w/ Evan) (20%)



**2. Month 2-6: December - April****a. Social Media Marketing****i. Sponsored: Platforms: FB/IG**

1. Strategy: One Campaign Per Target Location (7 Locations / 7 Campaigns)
  - a. Recommended Ad Spend: \$5,000+ / Month Per Campaign
  - b. 2-4 Ad Sets Per Location
    - i. Direct/Interest Based Targeting (Age, Interest, Gender)
      1. Split Test Ad Sets based on different targeting, including broad vs. specific, demographics, behaviors.
    - ii. Lookalike Audience: Based off of past or current data
      1. Database: Phone #, Email, Location
      2. Website Traffic Dating Back 6 Months
  - c. Retargeting Campaign
    - i. Retarget people who have previously visited website, or social media platforms with conversion retargeting ads.
2. Ad Styles:
  - a. Settlement / Testimonial: (Pic / Video)
  - b. Car Accident / Truck Accident (Pic / Video)
  - c. Marc / Glen / Team Member (Pic / Video)
3. All Campaigns will be constantly analyzed & be customized based off results.

**ii. Organic Social Media Marketing:****1. Platforms & Posting:**

- a. FB/IG: (4+ posts per week + story shares + weekly activity)

**i. Image Posts:**

1. Car Accident Pic / Semi Truck
2. Team Members (Birthdays, Promotions, New Hires)
3. Holidays (Approved holidays)
4. Testimonials / Settlements / Frequently Asked Questions
5. Events: Sponsorships: Sports, Fundraisers

**ii. Videos & Reels:**

1. Attorneys / Team: 20-60 second clips
  - a. w/ Evan & other team members. Style: Fancy Fonts, Icons (Professional version of Influencers)
  - b. Car Accident / Truck Accident Examples
2. Events: 20-60 Clips
  - a. Sports, Sponsorships, & Appearances

**iii. On the Fly Posts: Any event or spontaneous content**

1. Available 24/7 for posting
- b. TikTok / Twitter / YouTube Shorts / LinkedIn Business Page
  - i. 2+ Posts Per Platform Per Week
2. Royalty Solutions Online will handle all the posting and content creation.
  - a. Graphic & Video Creation (w/ Jose's help)
3. Build an Event Calendar so everyone knows when important dates occur.
  - a. Available to attend events to help manage content creation.

**6 Month Agreement****(\$20,000 / Month)**

## Terms and Conditions for Organic and Paid Social Media Marketing Proposal

1. Scope & Agreement:
  - a. Client agrees to pay Royalty Solutions Online Inc. a fee of **\$20,000 per month** as stated in the "Proposal Above" For a period of 6 months starting from the date of this contract signed.
  - b. Royalty Solutions Online Inc. agrees to provide Anidjar & Levine with Organic Social Media Marketing and Paid Social Media Marketing as described above in the "scope" section of this agreement.
  - c. Client acknowledges the following with respect to services:
    - i. Royalty Solutions Online Inc. has no control over the policies of Social Media Platforms with respect to the type of sites and/or content that they accept now or in the future. Client site may be excluded from any platform at any time at the sole discretion of the platform. Royalty Solutions Online Inc. will resubmit those pages that have been dropped.
2. Payment Terms:
  - a. Payment details, including the total cost, payment schedule, and payment methods, are outlined in the attached proposal.
  - b. Invoices shall be due and payable as per the agreed-upon payment schedule.
3. Intellectual Property:
  - a. The client represents to Royalty Solutions Online Inc. and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to Royalty Solutions Online Inc. for inclusion in marketing are owned by the client, or that the client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend Royalty Solutions Online Inc. from any claim or suit arising from the use of such elements furnished by the client.
4. Confidentiality:
  - a. Both parties agree to maintain the confidentiality of any sensitive information shared during the course of the project.
5. Changes and Revisions:
  - a. Any changes or revisions to the scope of work must be agreed upon in writing and may result in adjustments to the project timeline and cost.
6. Liability:
  - a. Royalty Solutions Online Inc. is not responsible for any loss, damage, or liability incurred by the client as a result of the social media marketing services.
7. Entire Agreement:
  - a. This document, along with the attached proposal, constitutes the entire agreement between Royalty Solutions Online Inc. and Anidjar & Levine regarding the services outlined herein.
8. Start Date;
  - a. Work will be started upon signed terms and conditions, and payment for the first month.

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Royalty Solutions Manager: \_\_\_\_\_ Date: \_\_\_\_\_

