



JAYB EVENTS



www.jaybevents.co.ke



0724614743/ 0100556226



info@jaybevents.co.ke

Our Services

Events planning, Weddings, Concerts, Birthday Parties, Roadshows, Corporate events, Themed Parties.

SOCIAL MEDIA MANAGEMENT PROPOSAL

INTRODUCTION

Since its introduction, social media has dramatically changed the way we interact with each other and because of that, businesses have had to develop and change to be able to interact with consumers, and even other businesses. At the start of 2018, the world population stood at 7.5 billion and over 3.1 billion of those were active social media users. In Kenya the population is just over 10 million, with 5 million of us being active social media users. Social media management for business has become one of the most important tools in their marketing toolkit, and it should be one of your most important too. But with so many types of social media channels available to you and your brand, it can be difficult to know where to begin.

Engaging with your fans and customers, providing a personal response, and encouraging conversation can add huge value to your brand, whilst helping build trust in new business. Evolving rapidly over the past 5 years, social media is dominated by media in the form of images and video. Key platforms such as Facebook, Twitter, Instagram and Snapchat require good quality images to capture the interest of your audience. When it comes to social media, creating engaging content that reflects your brand will help generate lasting relationships.



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At JAYB EVENTS we can offer a range of social media services from;

Social Media Paid Advertising

Paid Social Media can be a really great way to reach new audiences, whether it be through promoted or sponsored posts. You can use promoted posts to send targeted traffic to your profile pages or straight through to your website. You can use paid social to increase brand visibility, generate awareness or even sell products.

Social Media Management

Social Media Management is an excellent way to have a complete service taken off your hands and controlled and run by an external agency. Having your social channels run by JayB Events means implementing a full strategy with agreed-upon goals and targets – all content is gathered from both parties to make sure full transparency is assured, making sure you are happy with what is being said on your business's social media.

Influencer Marketing

Social Influencing will soon become one of the most important aspects of all marketing, due to the rise of social media and people trusting individuals over brands more and more. Influencer marketing can be a great direction no matter what industry your business sits in. Using authentic content and sharing it on social media is a great way to generate brand awareness, motivate buying intention and drive traffic.



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Social Media Audits

Do you think your social media channels are running well but could be better? At JayB Events we can execute very detailed reports on what you are doing well and what you could improve on. We look at all aspects of your social media and assess how you can start to use your social media purposefully.

At JayB Events we live for success so it's important for us to be able to measure it in accordance to what you require, whether this is organic engagement, lead generation, website traffic or follower growth – we make sure that we measure the success correctly. We provide custom and personalised PDF reports every month, so you can see the success grow month on month. It also helps to feel closer to the work we complete.

Why Use JayB Events?

SocialB has been working with brands since 2017, Executing events, producing social media strategies and managing clients' accounts on their behalf. We are able to produce excellent results due to a forward-thinking strategy that covers the next three months, as well as reacting to breaking and relevant news. Social media is an always-on platform and customers demand that it is used for a variety of reasons – customer service, business updates, industry related news, humour and much more.

At JayB Events we provide a strategic approach to your social media, as this is essential. We develop content that resonates with your audience, researching and creating content calendars with relevant posts to make sure we are posting the right content to your audience. We join in conversations around trending stories to show leadership and build a much stronger connection between you and your consumers.



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QUALITY CONTENT

Most people can post to social media in one way or another. But when it comes to delivering quality content, that's where many fall down. There is so much online waffle and duplicated waffle that to make your company stand out is harder than ever.

Fortunately, the quality of this waffle is low, so although there is a lot of noise to break through, the level is not high.

If you're not getting engagement in terms of Comments, Shares or Likes then it's likely your content is of low quality and you are not investing a bit of time engaging with others yourself.

Doing things differently.

when it comes to YOUR BUSINESS's Twitter and Facebook pages, we recommend an approach that is quite different to what most others do

We'll explain why in the following pages and also address your concerns over your limited followers.

OUR STRATEGY

Elevating your Social Profile

You could benefit from a finely tuned social media programme called 'Your Social Media'. It's designed to encourage Followers, get you Comments and Likes as well as building your reputation online.



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This is how you receive sales enquiries through social media.

The programme is designed to position you as an expert.

If there is genuinely nothing to work with, and we feel positioning you as an expert is unethical, we'll say so at the start and you don't pay a penny.

Words of the Wise

The words and images you use mean everything.

Defining the content and delivering it with your brand voice takes skill.

'Your Social Media' product will build that skill for you.

Here's exactly what you get:

- A 30-minute monthly strategy session (in person/video call) with me to review the last month and to plan the next month
- A concept for a 2-week or 4-week social media campaign
- Example posts written, designed & mocked up for your approval
- An online proposal for next month's posts content for your approval
- The approved graphics are then posted to your social media pages every single day of the month
- Plus, a weekly call from me to check we're on track.



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In that monthly planning call, we will discuss points such as:

Review the previous month

The target audience

What is happening in your business during the next month

What new areas can we promote?

Nail down objectives and highlights

Plan the next month's special offer and talking points

Free preview tip #1

The best social media content is video.

Not only does Google own Youtube and heavily prioritises its content, but video content gets over 50% more engagement than static images.

Anyone can shoot decent quality video on their smartphones these days so start experimenting!

PLAN OF ACTION

Getting Onboard

This is the super light version of the timeline we came up with on our strategy call. It's incredibly high level but there's a lot to each of these elements and there's a lot that's not mentioned.



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The golden rule of social media is test and measure.

If it turns out that something unexpected happens that is producing better than expected results, it would be crazy not to milk it.

This will all be in consultation with yourself but we're not going to just operate blindly and carry out this plan regardless of results.

Our Timeline

DAYS 1-3

This doesn't take long to get moving.
Once you have signed our proposal and set up the monthly payment direct debit we will arrange our initial first call.

DAYS 4-7

Write initial posts and send to you for approval.
Plan the start date for our structured social media month
Post the first content on the social media pages of your choice for you

END OF MONTH 1

Review and plan.
Repeat what works, cut what doesn't and reap the rewards!



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YOUR INVESTMENT

We're a little different from the others...

We don't operate on big, 'one-off' payments; you pay monthly.

This keeps things simple for the entire duration of the deal and makes balancing your finances easy; so you are never left "out of pocket".

But, we need your belief

We have a minimum term of **12 months** on all our agreements.

The reason is simple: we need your commitment for that length of time to achieve the kind of results we are both setting out to achieve.

Giving you the ability to cancel at any time means you're not thinking long-term and as you know, that isn't the kind of thinking that produces epic results.

SOCIAL MEDIA MANAGEMENT COST

Monthly calls and daily posts on your social media profiles with custom graphics to engage your audience.

Monthly Total Ksh30,000/month



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How it works

Every month we will have a 30-minute meeting either in person or via a phone call to outline the general ideas for the following month.

Once the plan is set out, we will send-through our initial ideas and posts.

Providing that you attend the meeting as scheduled and subsequently approve (or amend) the posts within 2 working days, we guarantee to provide and post 20 social media posts the following month.

NEXT STEPS

We'd love to get started and have you onboard as a client but before we can, we need you to read over our terms and sign this proposal.

We can't wait to start getting results for you as quick as possible to reiterate that you made the right decision.

Questions?

Contact Us | +254 100 556 226



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SOCIAL MEDIA MANAGEMENT CONTRACT

TERMS AND CONDITIONS

This Agreement for Social Media Management services is between JayB Events and _____, for the performance of the services described in the proposal sent to the Client on Proposal delivery date. The parties, therefore, agree as follows:

1. PROPOSAL

The terms of the Proposal shall be effective for 30 days after presentation to Client. In the event this Agreement is not executed by Client within the time identified, the Proposal, together with any related terms and conditions and deliverables, may be subject to amendment, change or substitution.

2. FEES AND CHARGES

2.1 Fees. In consideration of the Services to be performed by Jayb Events, Client shall pay to JayB Events fees in the amounts and according to the payment schedule set forth in the Proposal, and all applicable sales, use or value-added taxes, even if calculated or assessed subsequent to the payment schedule.

2.2 Additional Costs. The Project pricing includes social media management fee only (Ksh. 30,000 per month). Any and all outside costs including, but not limited to, equipment rental, photographer's costs and fees, photography and/or artwork licenses, prototype production costs, talent fees, music licenses and online access or hosting fees, will be billed to Client unless specifically otherwise provided for in the Proposal.



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3. CONFIDENTIAL INFORMATION

Each party acknowledges that in connection with this Agreement it may receive certain confidential or proprietary technical and business information and materials of the other party, including without limitation Preliminary Works (“Confidential Information”). Each party, its agents and employees shall hold and maintain in strict confidence all Confidential Information, shall not disclose Confidential Information to any third party, and shall not use any Confidential Information except as may be necessary to perform its obligations under the Proposal except as may be required by a court or governmental authority. Notwithstanding the foregoing, Confidential Information shall not include any information that is in the public domain or becomes publicly known through no fault of the receiving party, or is otherwise properly received from a third party without an obligation of confidentiality.

4. RELATIONSHIP OF THE PARTIES

4.1 Independent Contractor. JayB Events is an independent contractor, not an employee of Client or any company affiliated with Client. Designer shall provide the Services under the general direction of Client, but JayB Events shall determine, the manner and means by which the Services are accomplished. This Agreement does not create a partnership or joint venture and neither party is authorized to act as agent or bind the other party except as expressly stated in this Agreement. Designer and the work product or Deliverables prepared by Jayb Events shall not be deemed a work for hire as that term is defined under Copyright Law. All rights, if any, granted to Client are contractual in nature and are wholly defined by the



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express written agreement of the parties and the various terms and conditions of this Agreement.

4.2 No Solicitation. During the term of this Agreement, and for a period of twelve (12) months after expiration or termination of this Agreement, Client agrees not to solicit, recruit, engage or otherwise employ or retain, on a full-time, part-time, consulting, work-for-hire or any other kind of basis, any JayB Events employee or Agent of JayB Events.

5. WARRANTIES AND REPRESENTATIONS

5.1 By Client. Client represents, warrants and covenants to JayB Events that

(a) Client owns all right, title, and interest in, or otherwise has full right and authority to permit the use of the Client Content,

(b) to the best of Client's knowledge, the Client Content does not infringe the rights of any third party, and use of the Client Content as well as any Trademarks in connection with the Project does not and will not violate the rights of any third parties,

(c) Client shall comply with the terms and conditions of any licensing agreements which govern the use of Third Party Materials, and

(d) Client shall comply with all laws and regulations as they relate to the Services and Deliverables.

5.2 By JayB Events

JayB Events hereby represents, warrants and covenants to Client that JayB Events will provide the Services identified in the Agreement in



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a professional manner and in accordance with all reasonable professional standards for such services.

6. TERM AND TERMINATION

6.1 This Agreement shall commence upon the Effective Date and shall remain effective until the Services are completed and delivered.

6.2 This Agreement may be terminated at any time by either party effective immediately upon notice, or the mutual agreement of the parties, or if any party:

(a) becomes insolvent, files a petition in bankruptcy, makes an assignment for the benefit of its creditors; or

(b) breaches any of its material responsibilities or obligations under this Agreement, which breach is not remedied within 10 days from receipt of written notice of such breach.

6.3 In the event of termination, JayB Events shall be compensated for the Services performed through the date of termination in the amount of (a) any advance payment, (b) a prorated portion of the fees due and Client shall pay all Expenses, fees, out of pockets together with any Additional Costs incurred through and up to, the date of cancellation.

6.4 In the event of termination by Client and upon full payment of compensation as provided herein, JayB Events grants to Client such right and title as provided for in Schedule A of this Agreement with respect to those Deliverables provided to, and accepted by Client as of the date of termination.

6.5 Upon expiration or termination of this Agreement: (a) each party shall return or, at the disclosing party's request, destroy the Confidential Information of the other party, and (b) other



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than as provided herein, all rights and obligations of each party under this Agreement, exclusive of the Services, shall survive.

7. GENERAL

7.1 Modification/Waiver. This Agreement may be modified by the parties. Any modification of this Agreement must be in writing. Failure by either party to enforce any right or seek to remedy any breach under this Agreement shall not be construed as a waiver of such rights nor shall a waiver by either party of default in one or more instances be construed as constituting a continuing waiver or as a waiver of any other breach.

7.2 Notices. All notices to be given hereunder shall be transmitted in writing either by facsimile or electronic mail with return confirmation of receipt or by certified or registered mail, return receipt requested, and shall be sent to the addresses identified below, unless notification of change of address is given in writing. Notice shall be effective upon receipt or in the case of fax or email, upon confirmation of receipt.

7.3 No Assignment. Neither party may assign, whether in writing or orally, or encumber its rights or obligations under this Agreement or permit the same to be transferred, assigned or encumbered by operation of law or otherwise, without the prior written consent of the other party.



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PAYMENT TERMS & CONDITIONS.

50% at the beginning of every month,

Balance at the end of the month

All Payments should be made through

Lipa na Mpesa (**BUY GOODS AND SERVICES**) Till No: **250428**

OR

NATIONAL BANK OF KENYA

ACCOUNT NAME: JAYB EVENTS

BRANCH: HARAMBEE AVENUE

ACCOUNT NO: 015212155995400

CLIENT DETAILS

Name _____

Position _____

Contacts _____

Signature _____

Date _____

JAYB EVENTS DETAILS

Name : _____

Position : _____

Contacts: _____

Signature: _____

Date : _____

WITNESS

Name _____

Position _____

Contacts _____

Signature _____

Date _____

Name : _____

Position : _____

Contacts: _____

Signature: _____

Date : _____