

# CHAPTERS MEDIA-HOUSE

Marketing Proposal

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# ABOUT US

## CHAPTERS MEDIA-HOUSE

We're your dedicated partners in elevating your business through impactful media marketing. With a blend of industry expertise and creative innovation, we deliver comprehensive media solutions tailored to amplify each brand's presence and connect meaningfully with its audience.

From strategic media planning to brand storytelling and digital marketing, we're committed to empowering startups to stand out in competitive landscapes. Our collaborative approach ensures that we're not just service providers but dedicated partners in amplifying your brand's voice. Let us be the catalyst for your growth, leveraging media marketing to guide your startup toward achieving its goals and beyond.



# EXPERTISES

**01** CONTENT CREATION

**02** PAID ADVERTISING

**03** WEBSITE DEVELOPMENT

**04** BRAND STRATEGY & POSITIONING

**05** CONTENT STRATEGY & ORGANIC GROWTH

**06** SOCIAL MEDIA MANAGEMENT

**07** SEO & SEARCH OPTIMIZATION

**08** CREATIVE DESIGN & VIDEO PRODUCTION

# MARKET SIZE

The U.S. has over 32 million small businesses, with around 9–10 million actively relying on digital channels for growth. However, not all are ready to scale with marketing.

We focus on growth-oriented businesses already investing in digital strategies and looking to improve performance, efficiency, and return on ad spend.

By targeting this segment, we deliver precise, data-driven marketing that creates immediate, measurable impact and supports long-term growth.



# HOW WE BUILD BRAND AWARENESS

## 1. AUDIENCE TARGETING & POSITIONING

We identify your ideal audience based on demographics, interests, and behavior. Then we craft a clear brand message that speaks directly to their needs.

## 2. MULTI-PLATFORM PRESENCE

We establish and optimize your presence across key platforms (Instagram, Facebook, Google, TikTok, etc.) to ensure your brand is visible wherever your audience spends time.

## 3. CONTENT STRATEGY THAT ATTRACTS ATTENTION

- Engaging posts (graphics, videos, reels)
- Educational and value-driven content
- Consistent branding and storytelling

## 4. PAID ADVERTISING FOR RAPID REACH

We run targeted ad campaigns to put your brand in front of the right people, increasing visibility and driving traffic instantly.

## 5. SEO & WEBSITE VISIBILITY

We optimize your website and content so your brand appears in search results when potential customers are actively looking.

## 6. ENGAGEMENT & COMMUNITY BUILDING

We actively manage your accounts replying to comments, messages, and building trust with your audience.

## 7. PERFORMANCE TRACKING & OPTIMIZATION

We monitor reach, impressions, and engagement, then continuously improve strategies to maximize awareness and ROI.

# SOCIAL MEDIA GOALS



01

INCREASE THE NUMBER  
OF FOLLOWERS AND  
ENGAGEMENT

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02

EXPAND BRAND  
AWARENESS TO  
WIDER AUDIENCE

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03

INCREASE TRAFFIC TO  
SOCIAL MEDIA  
ACCOUNT

# Our Packages



## STARTER PACKAGE

**£250**  
/ PER MONTH

- ✓ 8 Social Media Posts Per Month
- ✓ Manage 2 Social Media Platforms
- ✓ Captivating Copywriting
- ✓ Custom Visuals Creation
- ✓ Paid Ads Management
- ✓ Page/Profile Management
- ✓ Hashtag Optimization
- ✓ Standard Performance Reporting
- ✓ Monthly Content Calendar
- ✓ 1 Branded Social Media Cover Design



## ADVANCE PACKAGE

**£400**  
/ PER MONTH

- ✓ 10 Social Media Posts Per Month
- ✓ Manage 3 Social Media Platforms
- ✓ Copywriting + Creative Visuals
- ✓ 2 Reels/Short Videos (10–15 Sec)
- ✓ Paid Ads Management
- ✓ Page/Profile Management
- ✓ Hashtag Optimization
- ✓ Community Management
- ✓ 2 Ad Creatives + Campaigns
- ✓ Standard Reporting
- ✓ Monthly Content Calendar
- ✓ Up to 2 Branded Social Media Cover Designs



## BUSINESS PACKAGE

**£750**  
/ PER MONTH

- ✓ 12 Social Media Posts Per Month
- ✓ Manage 4 Social Media Platforms
- ✓ Copywriting + Visuals
- ✓ 3 Reels/Short Videos (10–15 Sec)
- ✓ Paid Ads Management
- ✓ Page/Profile Management
- ✓ Hashtag Optimization
- ✓ Community Management
- ✓ 4 Ad Creatives + Campaigns
- ✓ Standard Performance Reporting
- ✓ Monthly Content Calendar
- ✓ Up to 2 Branded Social Media Cover Designs

MOST POPULAR



## ENTERPRISE PACKAGE

**CUSTOM PRICING**

- ✓ 15+ Social Media Posts Per Month
- ✓ Manage 5+ Social Media Platforms
- ✓ Premium Copywriting + Custom Visuals
- ✓ 5+ Reels/Short Videos (10–15 Sec)
- ✓ Advanced Paid Ads Management & Scaling
- ✓ Page/Profile Management
- ✓ Hashtag Optimization
- ✓ Dedicated Community Management
- ✓ Unlimited Ad Creatives + Campaigns
- ✓ AI-Powered Automation Workflows
- ✓ Custom Performance Reporting & Strategy Calls

# THANK YOU

## FOR YOUR TIME AND ATTENTION

Presented by Chapters Media

