

The Social Media Agents - Proposal

We don't just post. We grow restaurants.

THE PROBLEM: Influencers often charge \$300-\$750 for a single post. That post promotes their channel, not your restaurant. Results fade quickly and there is no content ownership or system. No long-term brand strategy or consistency.

OUR SOLUTION: Management across Instagram, TikTok, Google Business, and Facebook.

WHY-driven storytelling that creates loyal customers. Consistent content, engagement, and measurement.

START WITH WHY: WHY you exist - mission and story. WHY your food matters - ingredients and authenticity. WHY customers return - community and experience.

SETUP PACKAGE (ONE-TIME \$2,500): On-site photography and short-form video. Edited asset library that you own. Channel creation/optimization for IG, TikTok, Google Business, Facebook. Starter templates and visual guidelines.

MONTHLY PACKAGES: Basic - \$1,000/month + \$300 ad spend (paid by client). Growth - \$1,800/month + \$500 ad spend. Premium - \$3,500/month + \$1,500 ad spend. Contracts are annual with a 6-month minimum commitment.