

PROPOSAL AND SERVICES GUIDE

Consistent content or a complete social growth system.

A proposal guide covering KSJ Social Elevate and KSJ Social Dominate.

CURRENT SERVICE OPTIONS

£399

ELEVATE

From / month

£999

DOMINATE

From / month

PREPARED BY KSJ GROWTH

Liverpool | Supporting businesses across the UK

THE SOCIAL MEDIA CHALLENGE

Social media should not feel like another full-time job.

KSJ Social gives businesses a structured way to plan, create, publish and improve content without leaving their online presence inconsistent or inactive.

01

PLAN

Set the monthly direction, priorities, topics and audience.

02

CREATE

Produce branded posts, reels, captions and supporting content.

03

IMPROVE

Review performance and strengthen future content and engagement.

THE KEY DISTINCTION

Elevate is designed for consistent, professional content management. Dominate includes everything in Elevate plus deeper strategy, community management, competitor research, weekly reporting and growth-focused optimisation.

KSJ SOCIAL

KSJ Social Elevate

Professional social media management for businesses that want consistent content, a stronger presence and more time to focus on running the business.

From £399/month

MONTHLY SERVICE INVESTMENT

WHAT IS INCLUDED

- 12-16 posts or reels per month
- Caption writing and hashtag strategy
- Monthly content planning
- Posting and scheduling
- Basic engagement support
- Monthly analytics report
- Branded graphic design

SCOPE NOTES

- Selected platforms and the monthly content mix are confirmed in the written scope.
- The client may need to provide suitable photos, video, approvals and account access.
- Consistent activity supports visibility and trust but cannot guarantee enquiries or sales.

KSJ SOCIAL

KSJ Social Dominate

The premium social growth package for businesses ready for advanced strategy, proactive engagement and stronger performance management.

From £999/month

MONTHLY SERVICE INVESTMENT

WHAT IS INCLUDED

- Everything included in Elevate
- Advanced growth strategy
- Full social media management
- Engagement and community management
- Short-form reel strategy
- Competitor and trend research
- Lead-focused content
- Weekly performance reporting
- Priority support
- Multi-platform management
- Content shoot planning
- Conversion-focused strategy

SCOPE NOTES

- Daily engagement and response responsibilities are confirmed before work begins.
- Content shoot planning does not include third-party photography, videography or venue costs unless stated.
- Growth and lead opportunities depend on audience, offer, assets, budget and market conditions.

HOW DELIVERY WORKS

A repeatable monthly content and growth cycle.

The exact rhythm is tailored to the package, selected platforms and access available.

01 STRATEGY AND PLANNING

Agree monthly priorities, campaigns, content themes and calls to action.

02 CREATION

Develop branded graphics, reel concepts, captions and scheduled content.

03 PUBLISHING AND ENGAGEMENT

Publish consistently and complete the agreed level of audience interaction.

04 REPORTING AND OPTIMISATION

Review platform data and use it to strengthen the next cycle.

FOUNDER-LED SUPPORT

Founder-led content with commercial intent.



Denny Cartwright

FOUNDER, KSJ GROWTH

Denny Cartwright brings firsthand business ownership and advertising experience, including creating and managing social content and paid campaigns for a previous recruitment company.

The service is designed to keep content connected to visibility, trust and customer action rather than posting simply to fill a calendar.

CONSISTENCY

Content is planned and published at the agreed frequency.

ATTENTION

Reach, views and profile activity show whether more people are seeing the brand.

ENGAGEMENT

Comments, messages, shares and saves reveal audience response.

BUSINESS ACTION

Relevant enquiries and conversions are tracked where possible, without guaranteed outcomes.

PERSONALISE BEFORE SENDING

Your recommended route

Complete these fields for the prospect, then save or print a personalised copy.

CLIENT OR BUSINESS NAME

PROPOSAL DATE

VALID UNTIL

RECOMMENDED SERVICE

INVESTMENT (£399 OR £999 MONTHLY)

SCOPE SUMMARY

DEPENDENCIES, EXCLUSIONS AND THIRD-PARTY COSTS

This guide is not a contract. Final scope, payment terms, delivery dates, ownership and cancellation terms are confirmed in a separate written services agreement.

READY TO MOVE FORWARD

Choose the level of social support that fits the growth goal.

1 Confirm whether Elevate or Dominate is the recommended starting point.

2 Agree platforms, content volume, engagement scope and required assets.

3 Receive the final written scope, services agreement and invoice.

4 Provide account access and begin the first planning cycle.

START THE CONVERSATION

inquiries@ksjgrowth.com

<https://ksjgrowth.com/contact-us/>

Prices and availability may change. The current written proposal takes precedence over this general services guide.