



2023

SOCIAL MEDIA PROPOSAL

Prepared For:

Midland Street Business District

www.richardeats.com

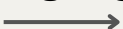


Introduction

Richard Hagen is a social media content creator, specializing in food and hospitality. His brand, @RichardEats, has over 700K+ followers across multiple platforms, with 3M+ accounts reached monthly. Richard was born and raised in Bay City, Michigan where he lives and works. Richard has a passion for Social Media content creation and bringing a brands vision to life through online advertisement creation and social media management.



Richard's core values are teamwork, collaboration, and community. I won't compromise on these. If the vision does not align to building a community, collaborating for superior results, and working together, we can't move forward.



Why Richard?



I am a member of the community, grew up in Bay City and frequent the Midland Street District now as a customer.

I have proven results in social media, growing the personal brand (@RichardEats) to over 700K+ followers combined and 3M+ accounts engaged monthly.

I am well experienced in collaborating on social media campaigns for local and national brands and businesses.



01

Superior Results

02

Expansive Social Reach

03

Collaboration

04

Content Creation

03

Overview & Goals

Midland Street District needs social media pages to compete locally with Downtown Bay City and Uptown Bay City. We want to grow awareness of the district, the establishments, people, current and upcoming events.

Increase engagement, sales, and traffic.



Making a Mark

Building and executing online advertisements and social media campaigns for globally recognized brands. Some, but not limited to:

- Walmart
- Kroger
- Traeger Grills
- Kings Hawaiian

Collaborating with and creating content for local businesses & events for social media campaigns. Some, but not limited to:

- Jacks Fruit & Meat Market
- Downtown Bay City
- San Morello (Detroit)
- Dow Great Lakes Bay Invitational (LPGA Event)

What does Richard specialize in?

- Facebook, Instagram, TikTok & YouTube content creation and management
- Short Form Video content
- Short-form videos convey messages in a fun and interactive way, making them more relatable and engaging for a target audience.
- Short-form video content reaches audiences that are targeted inside and outside of the account's follower base – brand awareness and growth.



Think Big. See Big.

Vision for Midland St. District Social Media Accounts

- Logo & Banner creation
 - Facebook & Instagram:
 - XX Original posts, monthly/daily, cross posted to both platforms.
 - 1 original post per day (\$840)
 - 1-2 reels per week (\$500)
 - \$1340 per month/ \$16k per year
 - \$625 per food/bar business per year
 - Mix of In-feed posts and short form videos (reels)
 - Highlighting the establishments, people, current and upcoming events
 - Event and graphic creation for district wide events
 - This number does not include daily reposts of current businesses social media posts.
 - Engagement on all establishment's social media posts
- **Analytical Reporting**
 - At an interval to be decided by committee, analytics will be reported back to the board on milestones and accomplishments.





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