

ESTIMATE

[Your Agency Name]
[Street Address]
[City, State, Zip]
[Email/Phone]

Date: [MM/DD/YYYY]
Estimate #: [001]
Valid Until: [MM/DD/YYYY]

Client:

[Client Contact Name]
[Client Company Name]
[Client Address]

Project:

[Social Media Strategy - Phase/Quarter]

SERVICE DESCRIPTION	HOURS/QTY	RATE	TOTAL
Social Media Audit & Analysis Review of current channels, competitor benchmarking, and audience insights.	[0]	[\$[0.00]]	[\$[0.00]]
Content Strategy & Calendar Creation Content pillars, voice/tone guidelines, and 30-day posting schedule.	[0]	[\$[0.00]]	[\$[0.00]]
Community Management & Engagement	[0]	[\$[0.00]]	[\$[0.00]]

SERVICE DESCRIPTION	HOURS/QTY	RATE	TOTAL
Daily monitoring, comment responses, and outbound engagement.			
Paid Social Media Advertising Campaign setup, pixel integration, and ongoing ad optimization.	[0]	[\$0.00]	[\$0.00]
Subtotal: [\$0.00] Tax ([0] %): [\$0.00] Estimate Total: [\$0.00]			
Notes: This is an estimate only, not a final invoice. Work will commence upon receipt of a [0] % deposit. Final costs may vary based on requested revisions or project scope changes.			