

# Proposal for PR, Copy Editing, and Social Media Marketing Services

**Meta Digital Solutions LLC**

**Prepared for:** Loop TV

**Date:** Friday, November 21, 2025

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## 1. Executive Summary

Meta Digital Solutions LLC. is pleased to submit this proposal to support **Loop TV** with a comprehensive set of communication, brand marketing, and PR services tailored to the TV advertising industry. Our goal is to strengthen your brand presence, improve inbound demand, elevate thought leadership, and streamline communications across all channels.

Our services focus on:

- Clear, compelling content
  - Strong media and industry positioning
  - Fast, reliable communication support for PR & inbound inquiries
  - Thought leadership and B2B authority building
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## 2. Scope of Services

### A. Press Releases

We will provide full-cycle press release support, including:

- Research and messaging development
- Drafting, editing, and approvals
- Media list development (industry-specific)

- Distribution (Account to be set up by Loop TV)
- Media outreach and tracking
- Executive quotes and positioning
- Post-release reporting

**Deliverables:**

- Press Releases per Month or Quarter
  - Media outreach & coverage monitoring
  - Optional wire distribution (PR Newswire/BusinessWire-thought Loop TV Account)
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## **B. Copy Editing & Content Development**

We provide polished, executive-level content for all B2B communication needs:

- Website content updates
- One-pagers, sales materials, and case studies
- Ad copy and TV/OTT messaging language
- Investor-facing content, if needed
- Blog posts and long-form thought leadership
- Editing and refinement of internal/external communications

**Deliverables:**

- [Define deliverables: # of pages, # pieces, monthly editing hours, etc.]
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## **C. Social Media Marketing**

Platforms covered: **LinkedIn, X (Twitter), Facebook, Instagram, TikTok**

Services include:

- Content calendar creation
- Daily/weekly posting
- B2B-focused messaging
- Video content support (Reels, TikToks, short-form edits)
- Hashtag strategy
- Audience engagement & community management
- Competitor monitoring
- Social performance reporting

**Deliverables:**

- posts per week per platform
  - Monthly analytics reports
  - Community engagement (responding to comments, DMs as needed)
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## **D. Social Media Strategy (B2B)**

We will develop a strategic framework tailored to the needs of a TV advertising brand, including:

- Brand positioning & key messaging pillars
- Ideal customer profiles & audience segmentation
- Competitor landscape analysis
- Content style guide & tone

- Engagement strategy
- Posting cadence & format mix
- KPI and performance measurement
- Suggested paid media strategy
- Quarterly optimization

**Deliverables:**

- Full social strategy document
  - Content templates + posting guidelines
  - Quarterly strategy reviews
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## **E. PR Inquiry Handling**

We will act as the central point of contact for all media-related communications, including:

- Responding to inbound press inquiries
- Scheduling interviews
- Preparing executive talking points
- Drafting responses or statements
- Monitoring industry news cycles
- Crisis messaging support (if applicable)
- Coordinating with internal/external stakeholders

**Deliverables:**

- Media inbox management

- Press response within agreed SLA (e.g., 2 hours, same-day)
  - Executive prep notes before interviews
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### 3. Proposed Pricing

Service Category	Monthly Cost	Notes
Press Releases		Includes writing + outreach
Copy Editing & Content		Includes deliverables/month
Social Media Management		[posts] across platforms
Social Media Strategy		Quarterly updates
PR Inquiry Handling		Includes media relations & responses
<b>Total Monthly Retainer</b>	<b>\$15,000</b>	All-inclusive

#### Optional Add-Ons:

- Paid social ad management
- Video editing package
- Crisis communication package
- Executive branding / LinkedIn growth package
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### Approvals & Signatures

Loop TV

By: *Michael Porter*

Name: Michael Porter

Title: COO

Date: 11/21/25

Meta Digital Solutions LLC

By: *Kristin Hague*

Name: Kristin Hague

Title: Owner

Date: November 21, 2025