

PROPOSAL

FOR

**DIGITAL MARKETING
SERVICES**

About me!

I am FingerMedia. My expertise is creating engaging content and marketing strategies that help brands stand out, connect with customers and drive sales.

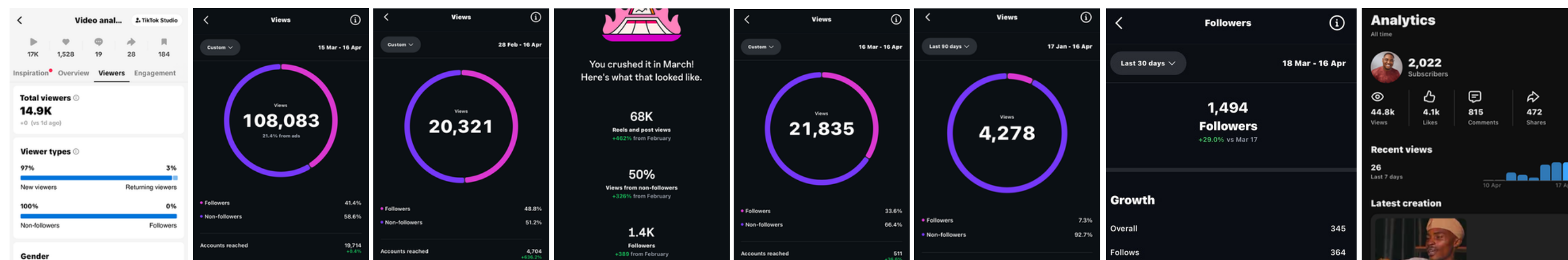
Thank you for considering FingerMedia as your digital marketing partner for DeJaVu Hotel and Suites. I am incredibly excited about the opportunity to take full control of your daily social media presence and showcase the premium experience your property offers to guests in Akure and beyond.

Ready to work with a creative mind that will turn your social media pages into a 24/7 digital lobby to keep your rooms booked and your venues packed? Let's goooo.



Some results to convince you

Social Media Engagement



Clickables

Social Media Management & Content for Christian Tech Community

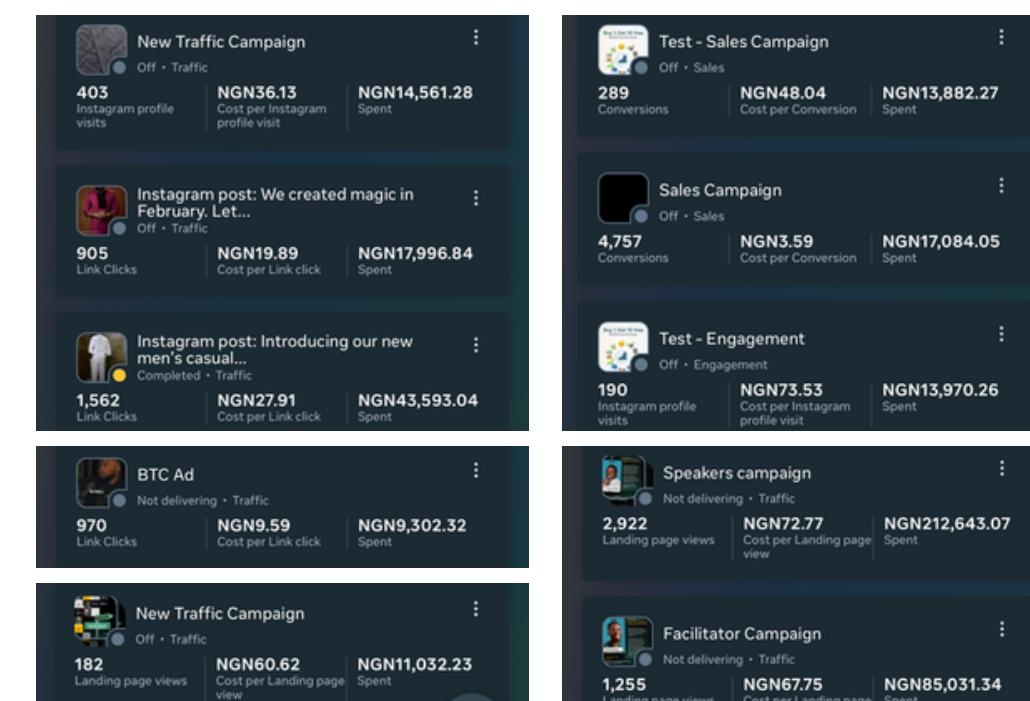
Video Editing for FingerMedia

Content for Couples Refresh

Content for Luxlet Africa

Content for MonyTrack

Paid Ads



What I know about your brand

Who is DejaVu?

DejaVu Hotel & Suites is a multi-faceted hospitality brand with premium services that require the right marketing for:

- **Hotel Rooms:** for travellers and executives
- **Hotel Club:** nightlife and weekend destination
- **Restaurant & Inner Bar:** casual and intimate dining featuring top-tier cuisine and curated drinks
- **Lounge:** relaxed atmosphere for networking and unwinding
- **Banquet & Conference Hall:** for corporate events, receptions and milestones

Who is Your Target Audience?

Your audience consists of travellers, food lovers, corporate event planners and nightlife lovers who use Instagram, TikTok, X and Facebook. They are looking for:

- Comfortable lodging and premium customer service
- The hottest weekend nightlife and lounge spots in Akure
- Convenient venue for weddings, corporate events and conferences.
- A serene spot for good food and business lunches



My recommendations

WEEKLY CONTENT PLAN

2 Reels (eg, virtual room tours, high-energy club highlights, kitchen/chef behind-the-scenes clips, lounge aesthetics, etc.)

These drive reach and grow followers the fastest)

1 Flyer (eg, club weekend line-ups, holiday restaurant specials, celebratory flyers, Sunday brunch announcements or corporate hall/room booking details. *Clean and shareable, works for WhatsApp too)*

PAID ADS PLAN

TikTok

In-Feed Video | 2/mo | ₦5,000 daily | ₦75,000 monthly | Engagement + followers

Meta

Reels/Stories | 2/mo | ₦6,000 daily | ₦90,000 monthly | Reach + conversions



What you get every month

Planning

- A comprehensive monthly content calendar structured around your weekly event calendar (e.g., Club nights, Sunday buffets)
- Engaging copywriting and clear calls-to-action
- Clear posting plan with captions and hashtags

Content

- 12 pieces each month, including reels and flyers specifically designed for your rooms, halls and club events
- Professional video editing for short-form clips and reels

Community

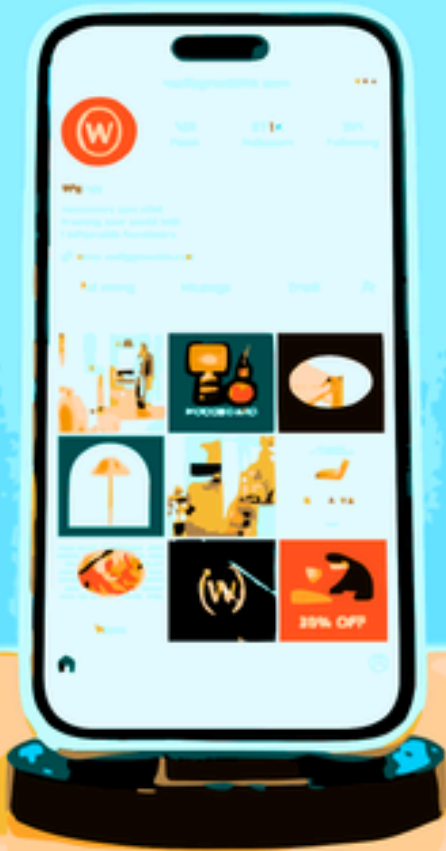
- Comment replies, DM monitoring and audience care across platforms

Ads

- Set-up and management on TikTok and Meta (ad spend billed separately)

Reporting

- Monthly report on reach, engagement, growth and results
- Monthly strategy review to adjust content based on what the audience responds to



What you'll spend

SOCIAL MEDIA MANAGEMENT

- **₦400,000 monthly**
- Full social media care across your platforms
- 3 posts weekly (including custom flyers and reels)
- Story updates for real-time club/lounge happenings
- Inbox management & booking inquiry tracking

VIDEO EDITING

- **₦250,000 monthly**
- Splicing and editing raw footage of rooms, club nights and restaurant plating into high-conversion social clips

OPTIONAL ADD-ONS

- Single campaign setup - **₦75,000**
- Landing page or promo design - **₦45,000**
- Extra platform management - **₦60,000**
- Influencer outreach strategy - **₦50,000**

Payment terms

- **HOW TO PAY** - Naira bank transfer
- **WHEN WORK STARTS** - Work begins immediately after the first month's payment is confirmed.
Onboarding and content calendar within 5 working days
- **AD BUDGET** - Ad spend is funded separately by DejaVu and paid directly to TikTok and Meta. I manage, you approve and fund



Terms and conditions

1. **Scope of Work:** I shall provide the necessary services that are required while you agree to provide all the necessary details that are required to complete the project.
2. **Time Delivery:** I agree to complete jobs on time and effectively communicate unavoidable delays. I will always consider your schedule first.
3. **Complete Confidentiality:** I shall at all times value your brand integrity and keep data completely secure.





Contact me



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