

Sunrise ride, 45 minutes

#classhighlight

Social media proposal

Three months to turn Pulse Cycle's followers into first rides and memberships, across 3 studios.

PROPOSAL # SWS-P-26-118
ISSUED Dec 5, 2026
VALID UNTIL Dec 19, 2026

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Proposal at a glance

Built from our audit of your accounts in November and your goal for the first quarter: 150 first-ride bookings from social.

INVESTMENT
$15,150.00
Onboarding plus 3 months

CONTENT
24 a month
16 posts, 8 short videos

GOAL
150 first rides
Booked from social, Jan–Mar

Where you are today

Your accounts, last 90 days.

4,820
Instagram followers
Growing 0.4% a month

1.1%
Engagement rate
Studio average is about 3%

2 a week
Posts
Mostly class schedules

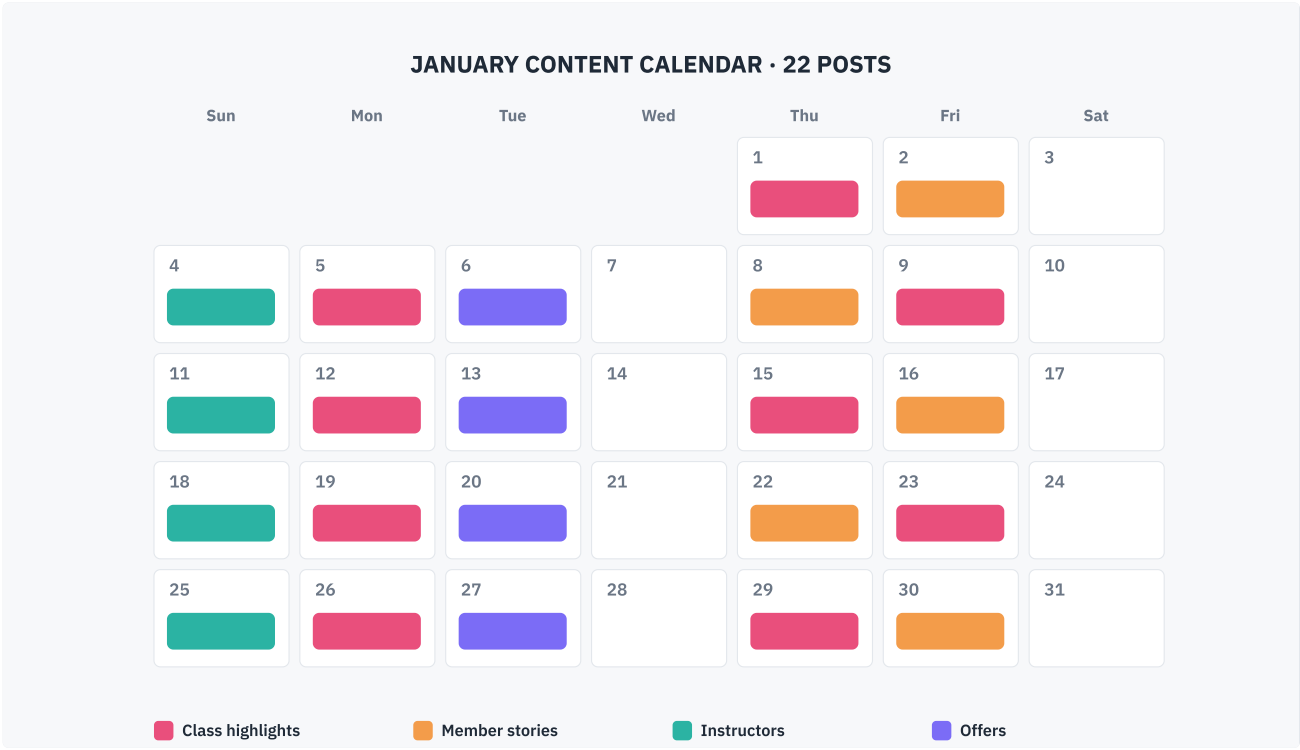
11
Bookings from social
In 90 days, via link in bio

Platform audit

PLATFORM	TODAY	WHAT WE WILL CHANGE
Instagram	Schedules and promos, no faces	Reels of classes and instructors, member stories
TikTok	Account claimed, 3 videos	8 short videos a month, trends adapted to cycling
Google Business	Hours out of date at 1 studio	Photos, posts and hours for all 3 studios
Facebook	Shares Instagram posts	Kept for events and the paid ads

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A month of content



You approve the calendar by the 25th of each month. Two filming days a month at your studios give us enough footage for the month.

Content mix

PILLAR	SHARE	WHY
Class highlights	35%	Shows what a ride feels like to people who have never tried one
Member stories	25%	Real members build trust faster than ads
Instructors	20%	People book instructors, not bikes
Offers and events	20%	Turns attention into first-ride bookings

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Sample posts



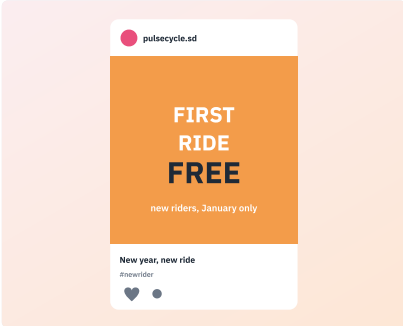
Class highlight

15-second reel of the 6 am ride, music from the class playlist.



Instructor spotlight

One coach a week: why they ride, their favorite song.



Offer

First ride free in January, booked through a tracked link.

Targets at the end of March

MEASURE	TODAY	MARCH	CHANGE
Instagram followers	4,820	6,200	+29%
Engagement rate	1.1%	3.0%	+1.9 pts
First rides booked from social	11 / 90 days	150 / 90 days	13×
Google reviews	212	300	+88

Targets, not guarantees. We report against them every month.

How each month runs

The same rhythm every month, so your team knows when we need them.

1ST
Report
Last month's results and a 30-minute call.

1ST–10TH
Filming
Two half days at your studios.

20TH
Calendar
Next month's posts sent for approval.

25TH
Approval
You approve or ask for changes.

DAILY
Community
Comments and messages answered.

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Investment

Ad spend, suggested at $1,500 a month, is paid by you directly to Meta and TikTok.

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Onboarding, January					
1	**Brand voice, content pillars and 90-day strategy** Code: ON-STR	1 project	$1,800.00	–	0%	$1,800.00
2	**Profile audit and optimization: Instagram, TikTok, Google** Code: ON-AUD	1 project	$450.00	–	0%	$450.00
				Subtotal: Onboarding, January		**$2,250.00**
	Monthly management, 3 months					
3	**Content: 16 posts and 8 short videos a month** Code: MM-CNT • Two filming days a month across your 3 studios • Captions, hashtags and scheduling	3 months	$2,400.00	–	0%	$7,200.00
4	**Community management, daily** Code: MM-COM Replies to comments and messages within 4 business hours; booking questions passed to your front desk.	3 months	$900.00	–	0%	$2,700.00
5	**Paid social management (ad spend separate)** Code: MM-ADS	3 months	$750.00	–	0%	$2,250.00
6	**Monthly report and strategy call** Code: MM-RPT	3 months	$250.00	–	0%	$750.00
				Subtotal: Monthly management, 3 months		**$12,900.00**

Subtotal	$15,150.00
Sales tax (services, not taxed in California)	$0.00
Total	**$15,150.00**

Payments

Invoices due within 14 days.

MILESTONE	DUE	SHARE	AMOUNT
1. On signing Onboarding	Dec 2026	15%	$2,250.00
2. Monthly Management, January to March	1st of each month	85%	$12,900.00
Total		**100%**	**$15,150.00**

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Other plans, per month

Posts only 12 posts, no video.	no community management, no ads	**$2,100** per month
Growth As in this proposal.	24 posts and videos, daily community management	**$4,300** per month
Growth plus Adds influencer rides.	2 local creators a month, event coverage	**$5,900** per month

Terms

1. Term

1.1 Three months from January 1, 2027, then month to month with 30 days' notice.

2. Approvals

2.1 You approve each month's calendar. Posts not approved within 3 business days go out as planned.

3. Ownership

3.1 Your accounts, photos and videos belong to you, including the raw footage from filming days.

4. Members on camera

4.1 We film only members who sign your studio's photo release. Anyone can ask to be removed from a post.

5. Ad spend

5.1 Ads run in your own ad accounts, paid by your card. We never mark up media.

6. Results

6.1 Targets are goals, not guarantees: bookings also depend on your offers, schedule and front desk.

Approve the proposal

Sign to approve. We book the first filming day for the week of January 4.

Pulse Cycle Studios

SIGNER · CLIENT

Andre Thomas
Owner

Signing link sent to
andre@pulsecycle.example

Signature

Date MM / DD / YYYY

Signed electronically with ExtraflowDoc · Document ID SWS-P-26-118 · Audit trail in the attached certificate of completion

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