



INTRODUCTORY PROPOSAL

PUBLIC RELATIONS, DIGITAL MARKETING & MEDIA SERVICES

Strategic communications support for government agencies, public institutions and corporate organizations.

PREPARED FOR	[PROSPECTIVE CLIENT / ORGANIZATION]
PREPARED BY	GREEN TREE CORPORATE
DATE	[DATE]

BUILDING CREDIBILITY • STRENGTHENING PUBLIC ACCESS • MANAGING THE MESSAGE

1. INTRODUCTION

Green Tree Corporate respectfully submits this introductory proposal to explore a strategic communications partnership with [PROSPECTIVE CLIENT / ORGANIZATION]. Our proposed engagement is focused on coordinated public relations, digital marketing, social media management and media support designed to strengthen institutional credibility, improve public accessibility and maintain a clear, consistent presence across digital and traditional media channels.

The service model is intended for organizations that need an experienced external communications resource to plan content, manage digital channels, create media assets, support press engagement and report on digital performance - while preserving the Client’s approval authority over public-facing content.

What Green Tree Corporate Proposes

STRATEGY	EXECUTION	VISIBILITY
A coordinated content plan and editorial calendar aligned to organizational priorities.	Ongoing social, graphic, video, press release and digital advertising support.	Consistent public communication supported by media relations and performance reporting.

Our Communication Objective

To help the Client communicate its mission, policies, practices, priorities and public information in a positive, consistent and credible manner across the channels most relevant to its audiences.

A Flexible Introductory Engagement

This proposal introduces Green Tree Corporate’s core service offering. Final deliverables, content volume, approval workflow, campaign priorities, service term and monthly retainer can be tailored to the Client’s communications needs and confirmed in a formal services agreement.

2. PROPOSED SCOPE OF SERVICES

Green Tree Corporate proposes to provide public relations and marketing strategy and media support through Social Media Management, Marketing, Public Relations and Media services, inclusive of video creation and the curation of digital social media content aimed at enhancing the Client's credibility and public accessibility. Services include graphics, scheduled posting, message responses, notices, press releases and media liaison support.

1. Manage and develop the Client's public profile across Facebook, Instagram, LinkedIn and TikTok.
2. Develop a comprehensive content plan and editorial calendar.
3. Create copy, captions, graphic and video content for posting and publication, subject to the Client's approval.
4. Create monthly in-studio informational videos and video press releases.
5. Direct, film, edit and post monthly TikTok videos.
6. Draft, edit and distribute monthly branded written and video press releases, with accompanying captioned press-release photography where necessary.
7. Engage in media relations and related activities for the purpose of informing the public of the Client's mission, policies and practices in a positive, consistent and credible manner.
8. Create and schedule digital advertisements across platforms including Facebook, Instagram, YouTube and Google.
9. Provide quarterly reports on digital performance.

SCOPE NOTE

The introductory proposal is intentionally limited to the services above. Any additional service, campaign, production requirement or deliverable would be separately scoped and approved before work begins.

3. HOW THE ENGAGEMENT WOULD WORK

1

DISCOVERY & PRIORITIES

Confirm communication priorities, key audiences, approval contacts, active platforms and immediate public-information needs.

2

CONTENT & EDITORIAL PLANNING

Establish the content plan and editorial calendar, including campaign themes, recurring communications and production requirements.

3

CONTENT PRODUCTION & DISTRIBUTION

Create approved copy, graphics, videos, press materials and digital advertising assets; schedule and publish according to the agreed calendar.

4

MEDIA & PUBLIC ENGAGEMENT SUPPORT

Provide media liaison and communications support designed to maintain a clear, consistent and credible public profile.

5

PERFORMANCE REPORTING

Provide quarterly digital performance reporting to inform future content and campaign decisions.

4. NEXT STEP

We welcome the opportunity to meet with [PROSPECTIVE CLIENT / ORGANIZATION] to discuss its communications priorities and determine the right engagement structure. Following that discussion, Green Tree Corporate can prepare a tailored service schedule, implementation timeline and commercial proposal for approval.

LET'S DISCUSS YOUR COMMUNICATION PRIORITIES

[CONTACT NAME] • [EMAIL] • [PHONE]

GREEN TREE CORPORATE