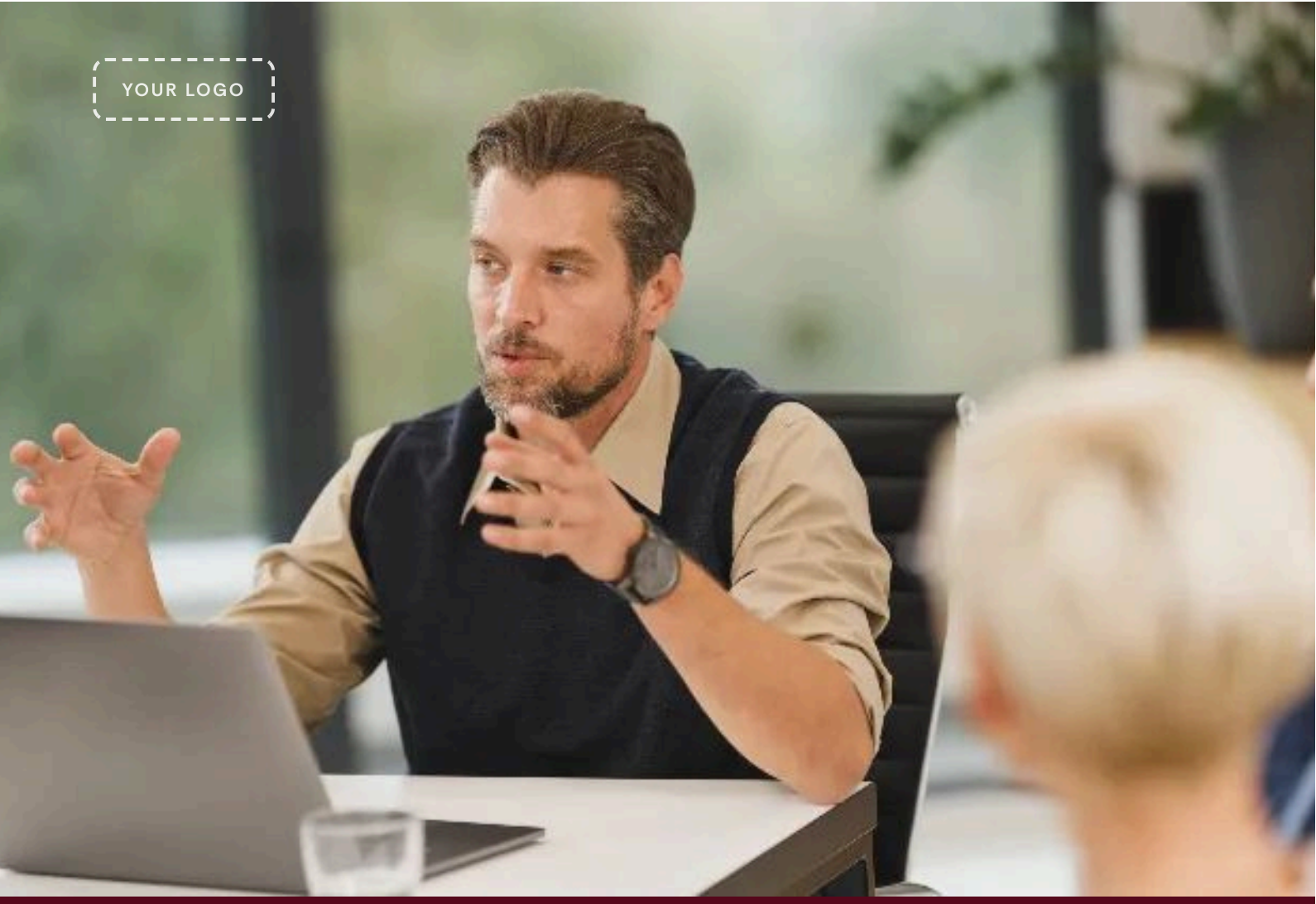
YOUR LOGO



PROPOSAL · MARKETING AND CREATIVE AGENCIES

Proposal for Client name

Marketing services, prepared for your team.

Prepared for Name **By** Your name **Date** DD/MM/YYYY

EXECUTIVE SUMMARY

Client name wants the outcome they described. We will deliver audit and plan and content calendar, measured by qualified leads.

Audit and plan

Why it matters to the client

Content calendar

Why it matters to the client

Campaign set-up

Why it matters to the client

A NOTE FROM US

We are excited to help you reach a goal they named

.

Sincerely,
Your name, role



YOUR CHALLENGE, OUR SOLUTION

Based on our conversations with your team, here is what we heard.

→ Challenge 1

What the client told you, in their words.

→ Challenge 2

What the client told you, in their words.

→ Challenge 3

What the client told you, in their words.

How we help.

Performance campaigns

How this solves it

Landing pages and testing

How this solves it

Monthly reporting call

How this solves it

PROJECTED IMPACT

What we can change for Client name

x%

Qualified leads

x%

Cost per lead

x%

Content reach

INVESTMENT

Three ways to work together

Each package builds on the one before. Scale adds the marketing and most advanced features.

Starter

- Brand and content audit
- Monthly content calendar
- Social posting and community

Price: USD _____

RECOMMENDED

Growth

- Everything in Starter
- Performance campaigns
- Landing pages and testing
- Monthly reporting call

Price: USD _____

Scale

- Everything in Growth
- AI search and SEO programme
- Video and creator content
- Quarterly strategy workshop

Price: USD _____

Taxes extra as applicable. Third-party fees billed at cost. Prices valid until date.

COMPARE

INCLUDED	STARTER	GROWTH	SCALE
Brand and content audit	✓	✓	✓
Monthly content calendar	✓	✓	✓
Social posting and community	✓	✓	✓
Performance campaigns	·	✓	✓
Landing pages and testing	·	✓	✓
Monthly reporting call	·	✓	✓
AI search and SEO programme	·	·	✓
Video and creator content	·	·	✓
Quarterly strategy workshop	·	·	✓

TIMELINE

Phased timeline

1

Discovery and audit

2 weeks

2

Plan and creative

2 weeks

3

Launch

1 week

4

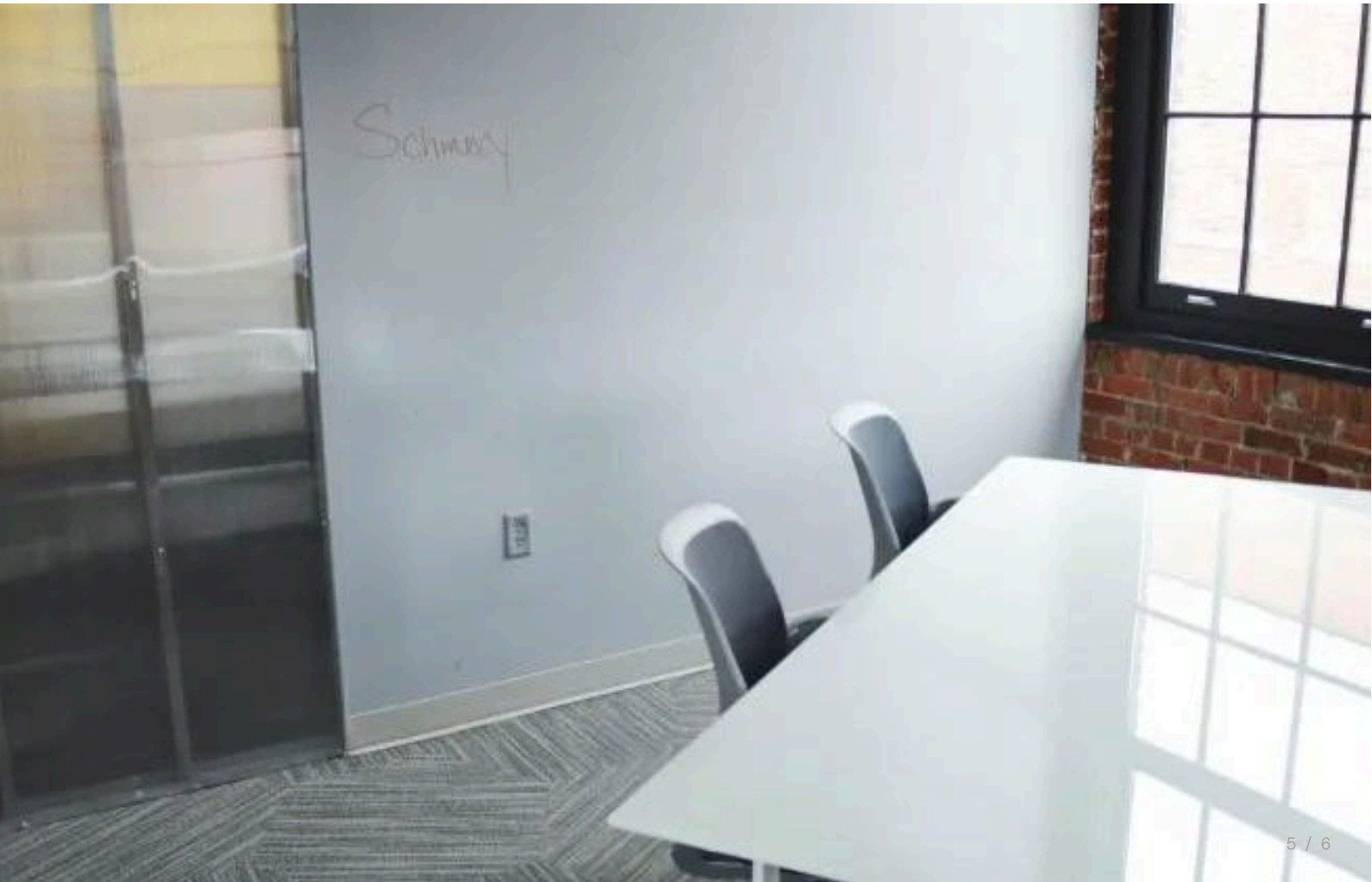
Optimise and report

8 weeks

Start date date. Dates move with approvals and inputs listed in the assumptions.

ASSUMPTIONS

- Client shares brand assets and account access
- Ad spend is paid directly by the client
- Two revision rounds per creative
- Approvals within two working days



NEXT STEPS

Ready to begin?

Choose a package, sign below and we start on date .

✓ Accept and sign

Accepted for Client company
Name, signature and date

For Your company
Name, signature and date