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**Microsoft Word   
Marketing Agency   
Proposal Template Example**

Company

Logo

Proposal Title

Client Name:

Phone:

Email:

Date:



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## Project Overview

This proposal outlines the integrated marketing strategy and implementation plan for [Client Name] to drive growth through a combination of online and offline marketing efforts. Our goal is to boost customer engagement, increase brand awareness, and drive conversions using digital channels like SEO, social media, and paid search, alongside traditional marketing channels such as print ads, direct mail, and event sponsorships.

## Challenges

* **Limited Brand Visibility:** Both online and offline, your brand does not currently reach potential customers effectively. This limits brand recognition.
* **Low Website Traffic and Foot Traffic:** Current online traffic and in-store visits are below industry standards. We recommend an overhaul of your SEO and local advertising strategies.
* **Inconsistent Lead Generation:** Lead generation is currently sporadic and lacks a cohesive multi-channel marketing approach.



## Proposed Marketing Strategy

Our integrated marketing strategy leverages both digital and offline marketing channels to address these challenges and optimize your reach.

**Online Marketing Strategy**

* **SEO and Content Marketing:** Comprehensive keyword research, blog creation, and on-page SEO improvements to boost organic rankings.
* **Social Media Campaigns:** Engaging posts and paid ads on Facebook, Instagram, and LinkedIn to drive customer engagement.
* **PPC Campaigns:** Highly targeted Google Ads to capture demand; retargeting ads to boost conversions.

**Offline Marketing Strategy**

* **Print Advertising:** Strategic ad placement in relevant magazines and local newspapers to boost visibility.
* **Direct Mail Campaigns:** Targeted mailers to high-value prospects, offering personalized promotions to encourage in-store visits and online purchases.
* **Event Sponsorships:** Collaborations with relevant events (both local and national) to increase brand visibility and create customer engagement opportunities.

Objectives  
  
We will measure success by achieving the following objectives over a six-month period.

|  |  |  |
| --- | --- | --- |
| **Objective** | **Current Metrics** | **Target Metrics** |
| Increase website traffic | 5,000 visitors per month | 10,000 visitors per month |
| Boost in-store visits | 500 visits per month | 1,200 visits per month |
| Enhance social media engagement | 3% engagement rate | 6% engagement rate |
| Generate new leads | 30 new leads per month | 75 new leads per month |
| Improve SEO rankings | Rank #20 for key terms | Rank #5 for key terms |
|  |  |  |
|  |  |  |
|  |  |  |

## Implementation Plan

This plan outlines our step-by-step approach to executing the proposed strategy.   
Below is a timeline with deliverables:

|  |  |
| --- | --- |
| **Month** | **Deliverables** |
| Month 1 | - Finalize marketing strategy  - Begin keyword research  - Launch social media campaigns and direct mail promotions |
| Month 2 | - Implement SEO changes  - Publish first print ad  - Finalize sponsorship deals for upcoming events |
| Month 3 | - Launch Google Ads campaign  - Start retargeting ads  - Execute event marketing campaign |
| Month 4-6 | - Continue strategic content creation  - Monitor and adjust PPC campaigns  - Assess impact of print and direct mail strategies |
|  |  |
|  |  |

## Project Cost Breakdown

|  |  |  |
| --- | --- | --- |
| **Service** | **Cost** | **Description** |
| SEO services | $3,000/month | On-page optimization, content creation |
| Social media management | $2,500/month | Organic content creation and paid social media campaigns |
| PPC advertising | $4,000/month | Google Ads setup and ongoing management |
| Print advertising | $2,000/month | Magazine and newspaper ads |
| Direct mail campaign | $1,500/month | Design, printing, and mailing of promotional material |
| Event sponsorships | $3,500/event | Sponsorship fees, booth setup, promotional materials |
| Reporting and analytics | $1,000/month | Monthly performance reports for both digital and offline channels |
|  |  |  |
|  |  |  |

Service Packages  
  
We offer three service packages, depending on the level of integration and frequency   
of campaigns:

|  |  |  |
| --- | --- | --- |
| **Packages** | **Monthly Cost** | **Services Included** |
| Basic Package | $5,500 | SEO, social media management, monthly reporting |
| Standard Package | $13,000 | Basic Package + paid ads (Google, social media), print advertising, direct mail |
| Premium Package | $17,500 | Standard Package + event sponsorship, advanced analytics, retargeting ads |

## About Us

[Your Company Name] is a full-service marketing agency that specializes in delivering data-driven, integrated marketing solutions. Our team of experts brings over 10 years of experience in SEO, content marketing, PPC, and social media management and has successfully executed campaigns for leading brands across multiple industries.

**Vision:** To help businesses grow through strategic, sustainable marketing practices.

**Values:** Transparency, collaboration, results-driven solutions

## Portrait of man in dark green shirtOur Team

**Jamal King – Content Marketing Manager**

Jamal specializes in developing high-impact content that tells a brand’s story in a way that engages and converts. With over 10 years of experience in content marketing, Jamal has worked with a variety of industries, including B2B, fintech, and healthcare, to create compelling blog articles, whitepapers, and email campaigns. His ability to create content that ranks highly in search engines while also addressing customer pain points has resulted in an average of 25% boost in organic traffic for his clients. Jamal’s strategic approach to content ensures that every piece aligns with both the client’s brand voice and business goals.

Insert your headshot here



**Hazel Christensen – Senior Social Media Strategist**

Hazel brings over eight years of experience in creating data-driven social media strategies that drive brand engagement and customer growth. With a background in consumer psychology and digital media, Hazel excels at translating complex brand messages into visually compelling social content across platforms like Instagram, TikTok, and LinkedIn. She has successfully managed campaigns for clients in lifestyle, tech, and retail, increasing social engagement by over 40% on average. Hazel’s deep understanding of audience behavior allows her to craft highly targeted strategies that resonate with the right demographics, and ultimately drive conversions and ROI.

Insert your headshot here

**Jonathon Wong – PPC and Paid Media Expert**

Jonathon is a paid media specialist with a focus on PPC campaigns and programmatic advertising. He has helped businesses across various industries maximize their ad spend by optimizing Google Ads, Facebook Ads, and LinkedIn campaigns. With over seven years of experience, Jonathon has delivered significant results, including cutting cost-per-click by 30% while increasing overall conversions for his clients. His expertise in data analysis and A/B testing allows him to continually refine campaigns to ensure the highest possible ROI. Jonathon also stays ahead of digital trends, using emerging tools and techniques to give his clients a competitive edge.



Insert your headshot here

## Recent Successes

**Client A – E-Commerce Growth**

* **Challenge**: Low visibility and inconsistent sales
* **Solution:** Implemented a mix of SEO, paid social ads, and local print ads
* **Results:** Increased website traffic by 150%, in-store visits by 40%, and monthly revenue by 30%

**Client B – B2B Lead Generation**

* **Challenge:** Limited qualified leads and poor brand recognition
* **Solution:** Developed targeted content marketing campaigns alongside direct mail efforts
* **Results:** Generated 150 high-quality leads in 3 months with a 10% conversion rate

Testimonial from Client A:

"Working with [Your Company] has been a game-changer. Our traffic skyrocketed, and we saw a direct impact on sales. The team is responsive, knowledgeable, and committed to our success." – Client A CEO

## Next Steps

1. **Agreement:** Once we have your approval, we will move forward with a contract outlining the specific terms of the engagement.
2. **Kickoff Meeting:** We will schedule a kickoff meeting to align on priorities and finalize the implementation timeline.
3. **Launch:** Upon agreement, we will begin the marketing campaigns immediately, with initial results expected within the first 30 days.

|  |
| --- |
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