**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12284&utm_source=template-word&utm_medium=content&utm_campaign=Marketing+Agency+Proposal+Blank-word-12284&lpa=Marketing+Agency+Proposal+Blank+word+12284)**

**Marketing Agency   
Proposal Template**

Company

Logo

Proposal Title

Client Name:

Phone:

Email:

Date:



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## Project Overview

## Challenges





## Proposed Marketing Strategy

**Online Marketing Strategy**

* **SEO and Content Marketing:**
* **Social Media Campaigns:**
* **PPC Campaigns:**

**Offline Marketing Strategy**

* **Print Advertising:**
* **Direct Mail Campaigns:**
* **Event Sponsorships:**

Objectives

|  |  |  |
| --- | --- | --- |
| **Objective** | **Current Metrics** | **Target Metrics** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

## 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 | -  -  - |
| Month 2 | -  -  - |
| Month 3 | -  -  - |
| Month 4-6 | -  -  - |
|  |  |
|  |  |

## Project Cost Breakdown

|  |  |  |
| --- | --- | --- |
| **Service** | **Cost** | **Description** |
| SEO services |  |  |
| Social media management |  |  |
| PPC advertising |  |  |
| Print advertising |  |  |
| Direct mail campaign |  |  |
| Event sponsorships |  |  |
| Reporting and analytics |  |  |
|  |  |  |
|  |  |  |

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

|  |  |  |
| --- | --- | --- |
| **Packages** | **Monthly Cost** | **Services Included** |
|  |  |  |
|  |  |  |
|  |  |  |

## About Us

**Vision:**

**Values:**

## Portrait of man in dark green shirtOur Team

Insert your headshot here



Insert your headshot here



Insert your headshot here

## Recent Successes

**Client A**

* **Challenge**:
* **Solution:**
* **Results:**

**Client B**

* **Challenge:**
* **Solution:**
* **Results:**

Testimonial from Client:

## Next Steps

1. **Agreement:**
2. **Kickoff Meeting:**
3. **Launch:**

|  |
| --- |
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