## 

## Marketing Proposal for [Client Name]

[Company Logo]

[Date]

Prepared by  
 [Company Name]

[Company Logo]

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| **Executive Summary** |

Marketing services help to grow your brand, attract more customers, build brand loyalty, and increase revenue. With strategic marketing plans, you can build a recognizable brand, stand out from competitors, and attract more customers.

This proposal will look at how [Company Name] can create and execute strategic marketing plans to help [Client Name] achieve measurable marketing results.

The proposal includes sections on:

* Marketing goals
* Challenges and market segment positioning
* Marketing approaches
* Deliverables and timelines
* Success metrics
* Summary scope of work
* About [Company Name]
* Case studies

If you have any questions as you go through the proposal, please contact [Contact Name] at [Email Address] or [Phone Number].

[insert your confidentiality notice here]

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| **Client Goals** |

The best marketing plans are positioned around specific and clear goals. The strategies outlined in this proposal will be designed to help [Client Name] reach the following goals.

[Client Name]’s primary goals include:

* **[Summary of primary goal]**: [2-3 descriptions of goal]
* **[Summary of primary goal]**: [2-3 descriptions of goal]
* **[Summary of primary goal]**: [2-3 descriptions of goal]

[Company Name] will help [Client Name] reach these goals through strategic campaigns and long-term marketing plans.

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*Examples of goals may include:*

* *Build brand awareness*
* *Increase revenue*
* *Increase sales*
* *Expand into a new market segment*
* *Increase profit*
* *Target new customers*
* *Develop brand affinity and loyalty*
* *Grow a digital presence*
* *Launch new products or services*
* *Grow share of voice*

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| **Challenges and Strategic Positioning** |

[Client Name]’s industry, unique positioning in that industry, and current state of marketing initiatives will present challenges in reaching marketing goals. Taking these factors into consideration, we’ve identified the following challenges.

[Client Name]’s biggest challenges include:

* **[Summary of primary challenge]**: [2-3 descriptions of challenge]
* **[Summary of primary challenge]**: [2-3 descriptions of challenge]
* **[Summary of primary challenge]**: [2-3 descriptions of challenge]

We conducted the following competitor research to fully understand where [Client Name] fits in their industry.

[Client Name]’s top competitors include:

* [Competitor #1]
* [Competitor #2]
* [Competitor #3]
* [Competitor #4]

[Insert relevant competitor information.]

[Insert relevant competitor information.]

[Insert relevant competitor information.]

### 

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| **Marketing Approach** |

To reach [Client Name]’s marketing goals, we recommend the following marketing strategies.

* **[Summary of marketing approach #1]**: [2-3 descriptions of marketing approach]
* **[Summary of marketing approach #2]**: [2-3 descriptions of marketing approach]
* **[Summary of marketing approach #3]**: [2-3 descriptions of marketing approach]

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| **Deliverables and Timelines** |

### [Summary of Marketing Approach #1]

|  |  |
| --- | --- |
| Deliverables | Due Date |
|  |  |
|  |  |
|  |  |

### [Summary of Marketing Approach #2]

|  |  |
| --- | --- |
| Deliverables | Due Date |
|  |  |
|  |  |
|  |  |

### [Summary of Marketing Approach #3]

|  |  |
| --- | --- |
| Deliverables | Due Date |
|  |  |
|  |  |
|  |  |

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| **Success Metrics** |

Marketing results will be regularly measured by a set of key performance indicators (KPIs) and success metrics.

Reports with these metrics will be provided every [#] [days/weeks/months].

### Marketing Approach #1

* [KPI #1]
* [KPI #2]
* [KPI #3]

### Marketing Approach #2

* [KPI #4]
* [KPI #5]
* [KPI #6]

### Marketing Approach #3

* [KPI #4]
* [KPI #5]
* [KPI #6]

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*Examples of KPIs may include:*

* *Sales revenue*
* *Cost per lead*
* *Customer value*
* *Lead ration*
* *On-site form conversions*
* *Customer acquisition costs*
* *Page views*
* *Website visits*
* *Number of social shares*
* *Number of social followers*
* *Inbound links*
* *Domain authority*
* *Appearance in search rankings*

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| **Summary/Scope of Work** |

### Total Proposal Investment

|  |  |
| --- | --- |
|  | **Cost** |
| [Summary of marketing approach #1] |  |
| [Summary of marketing approach #2] |  |
| [Summary of marketing approach #3] |  |
| **Proposal Total** |  |
| **Deposit Amount Due on [Date]** |  |
| **Remaining Amount Due [Date]** |  |

### Investment Breakdown: [Marketing Approach #1]

|  |  |
| --- | --- |
| **Deliverables** | **Cost** |
|  |  |
|  |  |
|  |  |
| **[Summary of marketing approach #1] Total** |  |

Investment Breakdown: [Marketing Approach #2]

|  |  |
| --- | --- |
| **Deliverables** | **Cost** |
|  |  |
|  |  |
|  |  |
| **[Summary of marketing approach #2] Total** |  |

Investment Breakdown: [Marketing Approach #3]

|  |  |
| --- | --- |
| **Deliverables** | **Cost** |
|  |  |
|  |  |
|  |  |
| **[Summary of marketing approach #3] Total** |  |

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| **About [Company Name]** |

[Introduction paragraph]

[Include three to five bullet points with information that shows why your company is better than and different from competitors.]

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| **Case Studies** |

[Include relevant stories of how you helped clients achieve results. Explain the client’s problem, your solutions, and the results you achieved.]

### Client Success Story #1

Problem:

Solutions:

Results:

### Client Success Story #2

Problem:

Solutions:

Results: