

[CLIENT BUSINESS NAME]

DIGITAL MARKETING PROPOSAL

[DATE]

BY: [YOUR BUSINESS]

INTRODUCTION

[PROSPECT BUSINESS NAME] is facing competitive times in the [PROSPECT’S INDUSTRY] industry. In this environment, traditional marketing methods are becoming less effective every day. Modern and professional digital marketing solutions are necessary to effectively reach a broader and highly targeted audience to outperform the competition.

[PROSPECT BUSINESS NAME] will benefit from the following services:

* SERVICE 1
* SERVICE 2
* SERVICE 3

For a more comprehensive marketing plan, we suggest that [PROSPECT BUSINESS NAME] also consider the following services, and we welcome the opportunity to discuss how these services will directly benefit your business:

* SERVICE 4
* SERVICE 5

SERVICES

**[SERVICE 1 NAME]**

*Detail service here…*

DELIVERABLE:

**[SERVICE 2 NAME]**

*Detail service here…*

DELIVERABLE:

**[SERVICE 3 NAME]**

*Detail service here…*

DELIVERABLE:

INVESTMENT

|  |  |
| --- | --- |
|  | **FEE** |
| [SERVICE 1]* *Strategies*
* *Deliverables*
* *…or Extras*
 | **$**  |
| [SERVICE 1]* *Strategies*
* *Deliverables*
* *…or Extras*
 | **$** |
| [SERVICE 1]* *Strategies*
* *Deliverables*
* *…or Extras*
 | **$** |
| **Total** | **$** |

This fee summary is based on work performed on per approved contract terms. Should the scope of the project change after acceptance of terms and pricing, we will provide a detailed scope change to define additional work and associated costs for approval before billing.

ABOUT US

[LOGO] or [PHOTO]

**[BUSINESS NAME]**

***List expertise, track record, experience, and accomplishments of your agency or staff so prospects know who they will be working with. Why should they choose you? What special value do you provide that they won’t get with other agencies?***

**WHAT’S NEXT?**

To proceed, [PROSPECT BUSINESS NAME] must do the following:

* Accept the proposal as is or discuss desired changes.\*
* Sign and return approved contract.
* Submit initial payment and client requirements per contract.

Once these steps have been completed, we will begin the project with a kick-off call to get started.

\*Please note that changes to the scope of the project can be made at any time, but additional charges may apply. Pricing included in this proposal is subject to change if the proposal is not accepted within 7 days.

QUESTIONS?

We want you to have all the answers. Don’t hesitate to contact us to further discuss this proposal, your business, or our services.

[YOUR BUSINESS NAME]

[YOUR BUSINESS CONTACT INFORMATION]

[YOUR BUSINESS HOURS]