**Marketing Proposal**

Prepared for [Company Name]

Prepared by [Company Name]

[Logo]

[Date]

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# Summary

[Business name] is a marketing/branding agency with demonstrated experience in the areas of social media marketing, branding, website design, copywriting and search engine optimization. Our services help clients to attract new customers and deliver a consistent brand experience to their audience through a variety of channels.

Given [client’s name]’s need for a comprehensive marketing plan, we have drafted a proposal that contains a statement of the current problem, and our solution, which includes:

* Service offered in proposal.
* Service offered in proposal.
* Service offered in proposal.

Included in the proposal is also a breakdown of our fees and a schedule for all work to be completed.

Please review the proposal at your earliest convenience and feel free to contact us with your questions.

Regards,

[Name]

[Title]

[Contact information]

# Problem Statement

*Your problem statement should summarize the problem that your potential client is currently facing, and how you plan to solve it. For example:*

[Company name] currently has only 150 email subscribers and is failing to attract/retain customers for their online store. Because of this, revenue has stagnated to approximately $ per month.

At the same time, two new suppliers in the space have increased their offerings and launched marketing campaigns with incentives for first time customers. The influx of this competition poses a threat to the sustainability of [Company name]’s business.

# Proposed Solution

*Use this section to explain what your proposed solution is. Include details about the steps that you intend to take, and any metrics that you will use to measure success.*

In response to the problem as stated above, we proposed a marketing solution with three key steps:

* Implementation of a comprehensive digital marketing campaign that includes weekly email updates to subscribers, online coupon codes to attract new subscribers, Facebook ads, and Google AdWords.
* Creation of video content to be shared on YouTube and social media.
* Overhaul of all content one company website, including new blog posts and an updated “About Us” page.

# Pricing

|  |  |
| --- | --- |
| **Description** | **Fee** |
|  | $ |
|  | $ |
|  | $ |
|  | $ |
| **Total** | **$** |

# Schedule

|  |  |  |
| --- | --- | --- |
| **Description** | **Start Date** | **End Date** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |