

Content Marketing Proposal

Client Name:

Prepared By:

Date:

1. Executive Summary

2. Campaign Objectives

3. Target Audience

4. Content Strategy

Content Types:

Content Topics/Themes:

Distribution Channels:

5. Timeline & Deliverables

Phase

Deliverables

Due Date

6. KPIs & Success Metrics

7. Budget Overview

8. Team & Roles

9. Approval & Next Steps
