

Digital Marketing Proposal

For: [Client Name]

Date: [Date]

1. Executive Summary

[Brief overview of the proposal and campaign goals]

2. Company Information

Prepared By [Your Agency/Name]

Contact [Phone | Email]

Client [Client Company & Contact]

Project Name [Campaign Name]

3. Campaign Objectives

- [Objective 1]
- [Objective 2]
- [Objective 3]

4. Target Audience

[Describe the intended audience segments, demographics, or personas]

5. Proposed Strategy

- Channels:** [e.g., Social Media, Search, Email]
- Key Messages:** [Summary of Value Proposition]
- Content Approach:** [Content Types & Formats]
- Creative Concepts:** [Theme or Campaign Ideas]

6. Implementation Plan

- [Phases & Timeline]
- [Key Tasks & Deliverables]
- [Team Responsibilities]

7. Budget Overview

[High-level estimate and major cost breakdowns]

8. KPIs & Reporting

- [Key Performance Indicators]

- [Reporting Methods & Schedule]

9. Terms & Conditions

[Outline of engagement terms, payment schedule, confidentiality, etc.]

10. Approval

Authorized Signature _____

Name & Title _____ [Client Name & Position]

Date _____