

Email Marketing Proposal

Prepared For:

[Client Name]

Prepared By:

[Agency / Consultant Name]

Date:

[Proposal Date]

1. Executive Summary

[Summarize the goals and expectations for the campaign]

2. Campaign Objectives

[List specific objectives, e.g., increase subscribers, boost sales, etc.]

3. Target Audience

[Describe the target audience]

4. Strategy & Approach

[Outline the email marketing approach, tools, and tactics]

5. Campaign Timeline

[Proposed timeline with important milestones]

6. Deliverables

- [Email campaign strategy & calendar]
- [Email design & copywriting]
- [List segmentation & setup]
- [Reporting & analytics]

7. Performance Metrics

[KPIs like open rates, click rates, conversions, etc.]

8. Budget & Pricing

[Details of pricing, payment terms, billing intervals, etc.]

9. Terms & Conditions

[Key terms, privacy policy, cancellation policy, etc.]

10. Acceptance

[Space for client approval/signature]