

Integrated Marketing Proposal Template

1. Executive Summary

[Brief overview of the campaign, objectives, and expected outcomes]

2. Company & Campaign Overview

- **Company Name:** [Enter company name]
- **Campaign Name:** [Enter campaign name]
- **Campaign Duration:** [Start & end dates]

3. Objectives & Goals

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

4. Target Audience

[Describe primary and secondary audiences, demographics, psychographics]

5. Key Messaging

- **Main Message:** [Central message]
- **Supporting Messages:** [Detail key supporting ideas]

6. Marketing Channels & Tactics

Channel	Tactics	Timeline
[e.g. Social Media]	[e.g. Organic posts, paid ads]	[e.g. May - July]
[e.g. Email]	[e.g. Newsletters, drip campaigns]	[e.g. June]

7. Budget Overview

Channel / Tactic	Allocated Budget
[e.g. Social Media Ads]	[e.g. \$X,XXX]
[e.g. Influencer Partnerships]	[e.g. \$X,XXX]

8. Measurement & KPIs

- [e.g. Reach]
- [e.g. Engagement]
- [e.g. Conversion Rate]

9. Timeline

[Outline key milestones and deadlines]

10. Team & Responsibilities

- **Role 1:** [Name, responsibility]
- **Role 2:** [Name, responsibility]

11. Approvals

[Detail approval process and required sign-offs]