

Digital Marketing Proposal Framework

1. Executive Summary

[Brief summary of the proposal, goals, and intended impact of the digital marketing campaign.]

2. Client Background & Objectives

Company Overview

[Short background on the client's business, mission, and market position.]

Objectives

- [Primary objective]
- [Secondary objectives]

3. Target Audience

- [Demographics]
- [Psychographics]
- [Pain points/needs]

4. Proposed Digital Marketing Strategies

1. SEO (Search Engine Optimization)
2. Content Marketing
3. Social Media Marketing
4. Email Marketing
5. PPC Advertising
6. Analytics & Reporting

5. Deliverables

Service	Description	Timeline
[Example: Website Audit]	[Audit of current website and SEO performance]	[Month 1]
[Example: Social Media Management]	[Content planning & scheduling across platforms]	[Ongoing]

6. Project Timeline

1. [Phase 1: Research & Planning]
2. [Phase 2: Campaign Launch]
3. [Phase 3: Optimization]
4. [Phase 4: Reporting]

7. Investment & Pricing

Service	Cost
[Service 1]	[Amount]
[Service 2]	[Amount]

8. Measurement & Reporting

[How success will be measured: KPIs, analytics tools, reporting frequency, optimization process.]

9. Terms & Next Steps

- [Payment terms]
- [Approval process]
- [Contact information]
- [Next steps for project initiation]