

Digital Advertising Proposal

Date:

Proposal #:

Prepared by:

Client Name:

Company:

Contact:

Overview

[Briefly describe the purpose of the campaign and client objectives]

Campaign Goals & KPIs

- [Goal 1]
- [Goal 2]
- [List measurable performance indicators]

Target Audience

- [Demographics, interests, location, devices, etc.]

Channels & Platforms

- [e.g., Google Ads, Facebook, Instagram, Display, Programmatic]

Proposed Strategy

[Outline key tactics, targeting methods, creative direction, messaging]

Timeline

Phase	Dates	Details
[Planning]	_____	[Describe activities]
[Launch]	_____	[Describe activities]
[Optimization]	_____	[Describe activities]

Budget Breakdown

Channel / Item	Budget	Notes
[Google Ads]	_____	[Comments]
[Social Media]	_____	[Comments]
Agency Fee	_____	[Comments]
Total	_____	

Measurement & Reporting

[Describe analytics, frequency of reporting, performance metrics]

Terms & Conditions

1. [Payment terms, cancellation policy, ownership of creatives, etc.]
2. [Other relevant terms]

Client Signature

Date: _____

Agency Signature

Date: _____