

Multi-Channel Advertising Proposal

Client Information

Client Name: _____
Contact Person: _____
Email: _____
Phone: _____
Date: _____

Proposal Overview

Brief summary of the advertising objectives, target audience and overall campaign goals.

Channels & Strategy Outline

1. Social Media

- Platforms (e.g., Facebook, Instagram, Twitter):
- Strategies:
- KPIs / Metrics:

2. Search Engine Marketing

- Channels (e.g., Google Ads, Bing Ads):
- Strategies:
- KPIs / Metrics:

3. Display & Programmatic

- Channels:
- Strategies:
- KPIs / Metrics:

4. Email Marketing

- Tools/Platforms:
- Strategies:
- KPIs / Metrics:

5. Other Channels

- Out-of-home, Radio, Influencer, etc.:
- Strategies:
- KPIs / Metrics:

Campaign Timeline

| Phase | Start Date | End Date | Key Activities |
|-------|------------|----------|----------------|
|-------|------------|----------|----------------|

| | | | |
|---------------------------|--|--|--|
| Planning & Strategy | | | |
| Content Creation | | | |
| Campaign Launch | | | |
| Monitoring & Optimization | | | |
| Reporting | | | |

Budget Estimate

| Channel | Estimated Cost | Notes |
|-----------------|----------------|-------|
| Social Media | | |
| Search Ads | | |
| Display Ads | | |
| Email Marketing | | |
| Other | | |
| Total | | |

Terms & Approvals

- Payment schedule and terms
- Deliverables
- Campaign ownership and responsibilities
- Cancellation policy
- Other relevant notes

Client Name / Signature

Agency / Representative