

# 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
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Planning & Strategy				
Content Creation				
Campaign Launch				
Monitoring & Optimization				
Reporting				

## Budget Estimate

Channel	Estimated Cost	Notes
Social Media		
Search Ads		
Display Ads		
Email Marketing		
Other		
<b>Total</b>		

## Terms & Approvals

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

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Client Name / Signature

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Agency / Representative