

Native Advertising Proposal Template

Client Name

Enter client name...

Date

Enter date...

Contact Details

Enter contact information...

1. Campaign Overview

Brief summary of the campaign goals and objectives...

2. Target Audience

Describe the intended audience...

3. Content Strategy

Content Types & Formats

e.g. articles, videos, infographics...

Content Themes & Topics

e.g. lifestyle, finance, travel...

Distribution Platforms

e.g. website, social media, newsletter...

4. Content Calendar

Timeline for deliverables (e.g. content launch dates)...

5. Key Performance Indicators (KPIs)

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e.g. Engagement (Clicks, Shares, Comments)

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e.g. Impressions

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e.g. Conversions

6. Distribution Plan

Outline channels or publishers for content distribution...

7. Budget Overview

Provide a summary or range of costs...

8. Reporting & Optimization

Measurement, analytics, reporting frequency...

9. Next Steps

Outline the action steps for approval and launch...

Additional Notes

Any other details...
