

# Native Advertising Proposal Template

## Client Name

Enter client name...

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## Date

Enter date...

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## Contact Details

Enter contact information...

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## 1. Campaign Overview

Brief summary of the campaign goals and objectives...

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## 2. Target Audience

Describe the intended audience...

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## 3. Content Strategy

### Content Types & Formats

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

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### Content Themes & Topics

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

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### Distribution Platforms

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

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## 4. Content Calendar

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

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## 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

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## 6. Distribution Plan

Outline channels or publishers for content distribution...

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## 7. Budget Overview

Provide a summary or range of costs...

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## 8. Reporting & Optimization

Measurement, analytics, reporting frequency...

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## 9. Next Steps

Outline the action steps for approval and launch...

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### Additional Notes

Any other details...

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