

Social Media Advertising Proposal

Client: _____

Prepared by: _____

Date: _____

1. Executive Summary

2. Campaign Objectives

- _____
- _____
- _____

3. Target Audience

4. Platforms & Strategy

- Platform(s): _____
- Content Types: _____
- Ad Formats: _____
- Posting Frequency: _____

5. Timeline

Start Date: _____

End Date: _____

6. Budget & Investment

Total Budget: _____

Allocation by Platform: _____

7. Deliverables

- _____
- _____
- _____

8. KPIs & Reporting

- Reach/Impressions

- Clicks/Click-Through Rate (CTR)
- Leads/Conversions
- Other: _____

9. Terms & Approval

Signature: _____

Date: _____