

Blank Cross-Channel Advertising Proposal

1. Client Information

2. Proposal Overview

3. Campaign Objectives

4. Target Audience

5. Channels & Tactics

- Social Media
- Search Engines
- Display Advertising
- Email Marketing
- Offline Channels

6. Messaging & Creative Concepts

7. Timeline & Milestones

8. Budget Breakdown

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9. Measurement & KPIs

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10. Team & Responsibilities

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11. Terms & Next Steps

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