

Digital Advertising Proposal

Prepared For

Client Name: _____

Client Contact: _____

Date: _____

Prepared By

Agency Name: _____

Agency Contact: _____

Project Overview

Brief summary of the client's goals, objectives, and the scope of the digital advertising campaign.

Objectives & KPIs

- Objective 1: _____
- Objective 2: _____
- Objective 3: _____

Key Performance Indicators (KPIs):

- KPI 1: _____
- KPI 2: _____

Target Audience

Description of primary and secondary audience segments.

Recommended Channels & Tactics

- Channel 1 (e.g. Google Ads): _____
- Channel 2 (e.g. Facebook/Instagram): _____
- Channel 3 (e.g. Display/Native): _____

Brief description of advertising tactics per channel.

Proposed Budget

| Channel/Platform | Budget | Notes |
|------------------|--------|-------|
| Channel 1 | _____ | _____ |
| Channel 2 | _____ | _____ |
| Channel 3 | _____ | _____ |

Total Proposed Budget: _____

Timeline

Start Date: _____

End Date: _____

Phases / Milestones:

Deliverables

- Deliverable 1: _____
- Deliverable 2: _____
- Deliverable 3: _____

Terms & Conditions

Outline of key terms, payment schedules, cancellation policies, etc.

Client Signature:

Date: _____

Agency Signature:

Date: _____