YOUR  
LOGO

**COMPANY NAME**

CONTENT AGENCY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] as your content creation partner. We help brands engage audiences, build authority, and drive conversions through strategic and high-quality content.  
  
This proposal outlines how we will support [Client Name] with tailored content solutions that align with your goals.

# Problem or Opportunity

[Client Name] is seeking to improve its content marketing, engage its audience, and support lead generation or SEO efforts with consistent, high-quality content.

# Proposed Solution

We propose a content strategy and production plan that includes topic ideation, content creation, optimization, and delivery across relevant platforms.  
  
Key Benefits:  
- Increased engagement and visibility  
- Stronger brand voice and messaging consistency  
- Scalable content creation with measurable results

# Scope of Work

Our content agency services include:  
  
- Content strategy development  
- Blog articles and long-form content  
- Website copy and landing pages  
- Email and newsletter content  
- Case studies and whitepapers  
- Social media content  
- Content editing and SEO optimization

# Timeline

Estimated timeline for planning, content production, and delivery:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Content Strategy | Develop content calendar and themes | [Start Date] |
| Content Creation | Write and deliver content drafts | [Ongoing] |
| Revisions & Finalization | Incorporate edits and approvals | [As Scheduled] |
| Reporting & Review | Monthly engagement and traffic review | [Monthly] |

# Pricing

Estimated pricing for content strategy and production services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Strategy & Planning | Editorial calendar and content plan | [Amount] |
| Content Creation | Blogs, pages, case studies | [Amount] |
| SEO Optimization | Keyword integration and metadata | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a full-service content agency specializing in strategic storytelling, SEO writing, and digital content creation.  
  
- Experience: [X] years working with clients across [industries]  
- Strengths: Content strategy, writing, editing, distribution  
- Mission: To help brands educate, inspire, and convert through powerful content

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Monthly blog and content SEO plan  
- Outcome: 70% increase in organic traffic and 3x lead volume in 6 months  
  
Testimonial:  
“[Your Company Name] delivers top-notch content every time. Our readers are engaged and our rankings have never been better.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: Monthly retainer or per-piece pricing.  
Revisions: Two rounds of revisions per piece are included.  
Ownership: Client retains full rights to all final approved content.

# Acceptance

To proceed with the content engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_