YOUR  
LOGO

**COMPANY NAME**

FULL-SERVICE MARKETING AGENCY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] as your full-service marketing partner. We offer end-to-end marketing strategy, creative services, digital execution, and performance analysis to grow your brand and drive results.  
  
This proposal outlines how we will support [Client Name] with a customized, integrated marketing approach.

# Problem or Opportunity

[Client Name] is seeking consistent, results-driven marketing support across multiple channels. Without a unified strategy and execution partner, marketing efforts can become disjointed and under perform.

# Proposed Solution

We propose a full-service marketing partnership that aligns brand strategy, creative execution, digital marketing, and performance reporting.  
  
Key Benefits:  
- Centralized strategy and execution  
- Consistent messaging across platforms  
- Data-driven decision making for continuous improvement

# Scope of Work

Our full-service marketing solutions include:  
  
- Brand and marketing strategy development  
- Content marketing and copywriting  
- Graphic design and creative production  
- Social media management  
- SEO and paid advertising (Google, Meta, LinkedIn, etc.)  
- Email marketing and CRM support  
- Analytics, reporting, and optimization

# Timeline

Estimated timeline for onboarding, launch, and ongoing execution:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Strategy | Align on goals, audience, and channels | [Start Date] |
| Campaign Launch | Develop and publish initial campaigns | [Date] |
| Ongoing Optimization | Adjust tactics and report performance | [Monthly] |
| Quarterly Review | Evaluate results and update strategy | [Quarterly Date] |

# Pricing

Estimated pricing for full-service marketing support:

|  |  |  |
| --- | --- | --- |
| Service | Description | Monthly Cost |
| Marketing Strategy | Planning and campaign management | [Amount] |
| Content & Creative | Copywriting, graphics, video | [Amount] |
| Ads & SEO | Paid media management, SEO support | [Amount] |
| Analytics & Reporting | Performance dashboards and reviews | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a performance-driven marketing agency dedicated to helping businesses scale through strategy, creativity, and analytics.  
  
- Experience: [X] years supporting brands in [industries]  
- Services: Strategy, creative, paid media, SEO, email  
- Mission: To help businesses achieve measurable growth through smart, integrated marketing

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Full-service marketing for product launch  
- Outcome: 300% increase in leads and 5x ROAS in three months  
  
Testimonial:  
“[Your Company Name] delivered real results fast. They truly felt like an extension of our team.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: Monthly retainer billed in advance.  
Contract Duration: Minimum 3-month engagement, renewable quarterly.  
Reporting: Monthly performance reports and quarterly reviews.

# Acceptance

To begin the full-service marketing engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_