YOUR  
LOGO

**COMPANY NAME**

DIGITAL MARKETING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your digital marketing needs. We offer strategic digital marketing services designed to drive traffic, generate leads, and increase brand awareness through multiple online channels.  
  
This proposal outlines how we can support [Client Name] in achieving your business goals through a comprehensive digital marketing strategy.

# Problem or Opportunity

[Client Name] needs to strengthen their online presence, increase website traffic, and improve lead generation. Without a targeted digital strategy, efforts may be fragmented and fail to produce measurable results.

# Proposed Solution

We propose a full-service digital marketing plan tailored to your business, which may include SEO, PPC, email marketing, social media, and content marketing.  
  
Key Benefits:  
- Increased visibility and qualified traffic  
- Improved customer engagement  
- Measurable ROI and campaign performance tracking

# Scope of Work

Our digital marketing services include:  
  
- SEO (on-page, off-page, technical)  
- Paid advertising (Google Ads, Facebook Ads, etc.)  
- Email marketing campaigns and automation  
- Social media marketing and management  
- Content strategy and creation  
- Monthly performance reports

# Timeline

Estimated timeline for strategy execution and reporting:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Audit | Analyze current digital presence | [Start Date] |
| Strategy Development | Build tailored marketing strategy | [Date] |
| Campaign Launch | Start execution across channels | [Date] |
| Performance Review | Monthly report and optimization | [Monthly] |

# Pricing

Breakdown of monthly digital marketing service fees:

|  |  |  |
| --- | --- | --- |
| Service | Description | Monthly Cost |
| SEO Services | Technical, on-page, and off-page SEO | [Amount] |
| Paid Advertising | PPC campaign management | [Amount] |
| Social Media Marketing | Content, posting, and engagement | [Amount] |
| Email Marketing | Campaign creation and automation | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a performance-driven marketing agency that partners with businesses to grow their digital footprint and revenue.  
  
- Experience: [X] years managing campaigns for diverse industries  
- Certifications: Google Ads, HubSpot, Meta Certified  
- Mission: To deliver real business results through digital marketing strategies that convert

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Multi-channel campaign for eCommerce brand  
- Outcome: 120% increase in traffic and 60% increase in revenue in 6 months  
  
Testimonial:  
“[Your Company Name] completely transformed our marketing approach and delivered real ROI.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: Monthly retainer, due at the beginning of each month.  
Contract Duration: Minimum 3-month term.  
Cancellation Policy: Written notice required 14 days prior to the next billing cycle.

# Acceptance

To begin your digital marketing campaign, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_