YOUR  
LOGO

**COMPANY NAME**

EMAIL MARKETING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your email marketing needs. We provide targeted, conversion-focused email marketing strategies designed to grow your list, engage your audience, and drive sales.  
  
This proposal outlines how we can help [Client Name] implement and manage effective email campaigns that support your overall marketing goals.

# Problem or Opportunity

[Client Name] is looking to improve customer engagement, increase retention, and drive sales through email marketing. Without a consistent strategy and optimization, emails may be overlooked or fail to convert.

# Proposed Solution

We propose a complete email marketing solution that includes list segmentation, campaign planning, copywriting, design, automation setup, and performance tracking.  
  
Key Benefits:  
- Higher open and click-through rates  
- Increased customer retention and conversions  
- Improved ROI from personalized, targeted emails

# Scope of Work

Our email marketing services include:  
  
- Strategy development and list segmentation  
- Campaign planning and content calendar  
- Email copywriting and design  
- Automation and workflow setup (e.g., welcome series, abandoned cart)  
- A/B testing and optimization  
- Monthly performance tracking and reporting

# Timeline

Estimated timeline for campaign setup, launch, and reporting:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Kickoff & Audit | Review goals, lists, and current setup | [Start Date] |
| Strategy & Calendar | Develop monthly plan and content | [Date] |
| Campaign Setup | Design, write, and build email(s) | [Date] |
| Reporting & Optimization | Monthly analytics and A/B tests | [Monthly] |

# Pricing

Monthly pricing for ongoing email marketing management:

|  |  |  |
| --- | --- | --- |
| Service | Description | Monthly Cost |
| Campaign Creation | Design, copy, and setup of [X] emails | [Amount] |
| Automation Setup | Drip campaigns and flows | [Amount] |
| Analytics & Optimization | Performance tracking and testing | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a digital marketing agency with proven expertise in email marketing for both B2B and B2C brands.  
  
- Experience: [X] years using platforms like Mailchimp, Klaviyo, HubSpot  
- Strengths: Automation, personalization, data-driven strategy  
- Mission: To help brands turn email into a powerful revenue channel

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Monthly email campaign management for eCommerce brand  
- Outcome: Open rates improved by 35%, revenue from email up 60%  
  
Testimonial:  
“[Your Company Name] helped us build a strong email strategy that keeps our customers coming back.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: Monthly retainer due at the start of each month.  
Platform Costs: Client pays for email platform directly (if applicable).  
Cancellation Policy: 14-day written notice required to cancel services.

# Acceptance

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