YOUR  
LOGO

**COMPANY NAME**

PAID ADS (GOOGLE/FACEBOOK) PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for managing your Google and Facebook advertising campaigns. We create high-converting, data-driven ad campaigns that maximize your ROI and support your business goals.  
  
This proposal outlines how we can help [Client Name] attract more customers and generate leads through strategic paid advertising.

# Problem or Opportunity

[Client Name] is seeking to increase visibility, traffic, and conversions through targeted online advertising. Without expert management, campaigns may under perform, overspend, or fail to meet key business objectives.

# Proposed Solution

We propose a complete ad campaign management service that includes strategy development, ad creation, targeting setup, ongoing optimization, and performance reporting.  
  
Key Benefits:  
- Increased website traffic and conversions  
- Better control over ad spend and ROI  
- Real-time campaign performance tracking

# Scope of Work

Our paid advertising services include:  
  
- Campaign strategy and audience research  
- Ad creation (copy, visuals, A/B testing)  
- Setup and management of Google Ads and/or Facebook Ads  
- Budget monitoring and performance optimization  
- Monthly reporting and insights

# Timeline

Estimated timeline for campaign setup, launch, and reporting:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Planning | Define goals, budget, and target audience | [Start Date] |
| Campaign Setup | Build ads, tracking, and targeting | [Date] |
| Campaign Launch | Go live on selected platforms | [Date] |
| Monthly Review | Performance optimization and reporting | [Monthly] |

# Pricing

Monthly service fees for paid ads management:

|  |  |  |
| --- | --- | --- |
| Service | Description | Monthly Cost |
| Google Ads Management | Search/display campaigns + optimization | [Amount] |
| Facebook Ads Management | Ad creation, testing, audience targeting | [Amount] |
| Reporting & Optimization | Performance tracking + adjustments | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a performance-focused marketing agency specializing in paid media. We help businesses generate qualified leads and increase sales through targeted online ads.  
  
- Experience: [X] years managing PPC campaigns  
- Certifications: Google Ads Certified, Meta Business Partner  
- Mission: To help clients grow through smart, results-driven advertising strategies

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Lead generation campaign for B2C service provider  
- Outcome: Cost per lead reduced by 40%, conversions doubled in 3 months  
  
Testimonial:  
“[Your Company Name] delivered immediate results. We saw a return on investment within the first month.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: Monthly retainer, due at the start of each billing cycle.  
Ad Spend: Client pays directly to the platform (Google/Facebook).  
Cancellation Policy: 14-day notice required prior to renewal.

# Acceptance

To proceed with paid advertising management, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_