**Integrated Marketing
Campaign Proposal
Template**

# A ladder and a flag on top of a bar chart  Description automatically generated

[Your Logo]

Marketing
Campaign

Proposal

Company Name

Street Address

City, State and Zip

webaddress.com

00/00/0000

|  |  |  |
| --- | --- | --- |
| Prepared By | Title | Date |
|  |  |  |
| Email | Phone |
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| Prepared For | Title | Date |
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# Executive Summary

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# Introduction

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## 2.1 About Our Company

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## 2.2 Our Mission

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|  |

## 2.3 Our Vision

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|  |

## 2.4 About the Client

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|  |

## 2.5 The Problem

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|  |

# Recommendations

|  |  |
| --- | --- |
| Recommendation | Benefit |
|  |  |
|  |  |
|  |  |

# Campaign Proposal

## 4.1 Our Solution

|  |
| --- |
|  |

## 4.2 Goals and Objectives

|  |
| --- |
|  |

## Marketing Channels

### Digital

|  |  |  |  |
| --- | --- | --- | --- |
| Channel | Description | Cost | Notes |
| Social Media |  |  |  |
| Email Marketing |  |  |  |
| SEM |  |  |  |
| Channel 4 |  |  |  |

### Traditional

|  |  |  |  |
| --- | --- | --- | --- |
| Channel | Description | Cost | Notes |
| TV |  |  |  |
| Radio |  |  |  |
| OOH |  |  |  |
| Print |  |  |  |

### In-Person

|  |  |  |  |
| --- | --- | --- | --- |
| Channel | Description | Cost | Notes |
| Events |  |  |  |
| Trade Shows |  |  |  |
| Retail Experiences |  |  |  |
| Channel 4 |  |  |  |

### Hybrid

|  |  |  |  |
| --- | --- | --- | --- |
| Channel | Description | Cost | Notes |
| Influencer |  |  |  |
| Affiliate |  |  |  |
| Channel 3 |  |  |  |
| Channel 4 |  |  |  |

### Owned Media

|  |  |  |  |
| --- | --- | --- | --- |
| Channel | Description | Cost | Notes |
| Websites |  |  |  |
| Apps |  |  |  |
| Content Portals |  |  |  |
| Webinars |  |  |  |

### Earned Media

|  |  |  |  |
| --- | --- | --- | --- |
| Channel | Description | Cost | Notes |
| PR |  |  |  |
| User-Generated Content (UGC) |  |  |  |
| Press Releases |  |  |  |
| Channel 4 |  |  |  |

### Channel Integration Strategy

Briefly outline how various channels will work together to support a unified campaign message.

|  |
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|  |

## Budget

### Campaign Costs

|  |  |  |  |
| --- | --- | --- | --- |
| Category | Description | Cost | Notes |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

### Service Costs

|  |  |  |  |
| --- | --- | --- | --- |
| Category | Description | Cost | Notes |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Timeline

|  |  |  |  |
| --- | --- | --- | --- |
| Phase | Description | Start | Finish |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
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# Research Conducted and Key Stats

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# Payment Terms

## 6.1 Terms and Conditions

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| --- |
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## 6.2 Payment Methods

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# Proposal Acceptance

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# Conclusion

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