

Marketing Business Proposal Template

Marketing
Business
Proposal

Proposal For	
Proposed By	
Contact Information	
Date	
Proposal ID	

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Executive Summary

Client Overview	
Objective	
Proposed Solution	
Key Outcomes	
Call To Action	

Client Challenges and Goals

Current Situation	
Business Impact	
Goals	
Source And Validation	

Marketing Strategy and Approach

Component	Description
Strategy Overview	
Channel Mix	
Tactical Approach	
Creative Direction	
Measurement Plan	

Proposed Solution

Component	Explanation
Solution Title	
Overview	
Alignment to Need	
Key Features	
Optional Add-Ons	

Benefits and Value Proposition

Benefit Category	Client Value
Brand Visibility	
Lead Generation	
Conversion Efficiency	
Marketing Intelligence	
Strategic Flexibility	

Scope of Work and Deliverables

Phase	Description	Timeline	Owner
Phase 1			
Phase 2			
Phase 3			
Phase 4			

Pricing and Investment

Service / Item	Quantity / Period	Unit Cost	Line Total
Total Investment			

Payment Terms	
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Timeline

Milestone	Target Date	Notes

Terms and Conditions

Clause	Description
Proposal Validity	
Payment Terms	
Scope Adjustments	
Cancellation Policy	
Confidentiality	

Call to Action and Acceptance

Item	Description
Next Step	
Client Signature	
Provider Signature	
Primary Contact	

Appendices

Appendix	Description
Appendix A	
Appendix B	
Appendix C	
Appendix D	

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