**[A blue and white sign

AI-generated content may be incorrect.](https://www.smartsheet.com/try-it?trp=12385&utm_source=template-word&utm_medium=content&utm_campaign=Marketing+Business+Proposal-word-12385&lpa=Marketing+Business+Proposal+word+12385)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** |
| Strategy and Planning |  |  |  |
| Campaign Management |  |  |  |
| Paid Media Budget |  |  |  |
| Reporting and Optimization |  |  |  |
| **Total Investment** |  |  |  |

|  |  |
| --- | --- |
| **Payment Terms** |  |

# Timeline

|  |  |  |
| --- | --- | --- |
| **Milestone** | **Target Date** | **Notes** |
| Kickoff and onboarding |  |  |
| Launch campaign assets |  |  |
| Midpoint performance review |  |  |
| Final results and recommendations |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **MONTH 1** | | | | **MONTH 2** | | | | **MONTH 3** | | | | **MONTH 4** | | | | **MONTH 5** | | | | |
| **MONTH START** | **01/0000** | | | | **02/0000** | | | | **03/0000** | | | | **04/0000** | | | | **05/0000** | | | | |
| **WEEK** | **1** | **2** | **3** | **4** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Phases, Tasks** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Phase 1, Task A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Phase 2, Task B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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# 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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