MARKETING CAMPAIGN PROPOSAL

COMPANY NAME

Street Address City, State and Zip

|  |  |  |
| --- | --- | --- |
| webaddress.com  VERSION 0.0.0 |  | |
| 00/00/0000  PREPARED BY | TITLE | DATE |
|  |  |  |
| EMAIL |  | PHONE |
|  |  |  |
| PREPARED FOR | TITLE | DATE |

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# EXECUTIVE SUMMARY

# INTRODUCTION

## ABOUT OUR COMPANY

## OUR MISSION

## OUR VISION

## ABOUT THE CLIENT

## THE PROBLEM

# RECOMMENDATIONS

|  |  |
| --- | --- |
| RECOMMENDATION | BENEFIT |
|  |  |
|  |  |
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|  |  |
|  |  |

# CAMPAIGN PROPOSAL

## OUR SOLUTION

## GOALS AND OBJECTIVES

## MARKETING CHANNELS

### TRADITIONAL

|  |  |  |  |
| --- | --- | --- | --- |
| **CHANNEL** | **DESCRIPTION** | **COST** | **NOTES** |
|  |  |  |  |
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### DIGITAL

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| --- | --- | --- | --- |
| **CHANNEL** | **DESCRIPTION** | **COST** | **NOTES** |
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## BUDGET

### CAMPAIGN COSTS

|  |  |  |  |
| --- | --- | --- | --- |
| **CATEGORY** | **DESCRIPTION** | **COST** | **NOTES** |
|  |  |  |  |
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|  |  |  |  |
|  |  |  |  |

### SERVICE COSTS

|  |  |  |  |
| --- | --- | --- | --- |
| **CATEGORY** | **DESCRIPTION** | **COST** | **NOTES** |
|  |  |  |  |
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## TIMELINE

|  |  |  |  |
| --- | --- | --- | --- |
| **PHASE** | **DESCRIPTION** | **START** | **FINISH** |
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# RESEARCH CONDUCTED AND KEY STATS

# PAYMENT TERMS

## TERMS AND CONDITIONS

## PAYMENT METHODS

# PROPOSAL ACCEPTANCE

# CONCLUSION

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