

MARKETING AGENCY PROPOSAL

Prepared for: _____ Prepared by: _____

Client Information:

Company / Individual Name: _____

Contact Person: _____

Address: _____

Phone / Email: _____

Agency Information:

Agency Name: _____

Contact Person: _____

Address: _____

Phone / Email: _____

Proposal Overview:

This proposal outlines the marketing services and strategies proposed by the Agency to support the Client’s business objectives. The scope covers digital marketing, branding, content creation, public relations, and performance analytics aimed at increasing brand awareness, generating leads, and optimizing ROI.

Scope of Services:

1. Market Research and Analysis
2. Brand Strategy and Positioning
3. Website Design and Development
4. Search Engine Optimization (SEO)
5. Pay-Per-Click (PPC) Campaigns
6. Social Media Marketing and Management
7. Content Marketing and Blog Management
8. Email Marketing Campaigns
9. Public Relations and Media Outreach
10. Performance Tracking and Analytics Reporting

Deliverables and Timeline:

The Agency commits to deliver the agreed services according to the following milestones: Initial strategy presentation, monthly performance reports, content calendars, campaign launches, and final project review. Specific delivery dates and timelines will be mutually agreed upon after proposal acceptance.

Fees and Payment Terms:

Total Proposal Fee: _____ USD

Payment Schedule and Method: _____

Confidentiality:

All information exchanged between Client and Agency in relation to this proposal and any subsequent agreement shall be treated as confidential and shall not be disclosed to any third party without prior written consent, except as required by law.

Intellectual Property:

Unless otherwise agreed in writing, all materials created by the Agency specifically for the Client during the term of the engagement shall be the property of the Client upon full payment. Agency retains the right to use non-confidential work samples for promotional purposes.

Termination:

Either party may terminate the agreement with 30 days written notice. Upon termination, Client shall pay for all services rendered and expenses incurred up to the termination date. Certain provisions including confidentiality and intellectual property shall survive termination.

Limitation of Liability:

Agency's total liability arising out of or related to the services shall not exceed the fees paid by Client. Agency is not liable for indirect, incidental, consequential, or punitive damages.

Governing Law and Dispute Resolution:

This proposal and any resulting agreement shall be governed by and construed in accordance with the laws of the United States. Any disputes shall be resolved through binding arbitration in accordance with the rules of the American Arbitration Association.

Acceptance:

By signing below, Client agrees to the terms of this proposal and authorizes Agency to commence work as described. This proposal constitutes a binding agreement between the parties.

CLIENT SIGNATURE

AGENCY SIGNATURE

Signature: _____

Signature: _____

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