

# MARKETING CONSULTANT PROPOSAL

Prepared For: \_\_\_\_\_

Prepared By: \_\_\_\_\_

## 1. Introduction

This Marketing Consultant Proposal (“Proposal”) sets forth the terms under which the Consultant will provide marketing consulting services to the Client. The Consultant will deliver professional advice, strategic planning, and implementation support to enhance the Client’s marketing efforts.

## 2. Scope of Services

The Consultant agrees to provide the following marketing services (the “Services”): - Market Research and Analysis - Branding Strategy Development - Digital Marketing Planning and Execution - Content Creation and Management - Social Media Strategy and Management - Advertising Campaign Development - Performance Metrics and Reporting  
The Services will be provided in a professional manner consistent with industry standards.

## 3. Deliverables

The Consultant shall provide the Client with the following deliverables: - Written marketing strategy documents - Campaign plans and calendars - Performance reports and analytics summaries - Creative content as agreed upon  
All deliverables shall be delivered in digital formats unless otherwise agreed.

## 4. Term and Termination

This Proposal shall commence upon acceptance and continue until completion of the Services or terminated earlier by either party upon thirty (30) days written notice. Upon termination, the Client shall pay for all Services performed and expenses incurred through the termination date.

## 5. Fees and Payment

The Client agrees to compensate the Consultant as follows: - Consulting Fee: \$\_\_\_\_\_ per hour/day/project - Payment Terms: Invoices will be issued monthly and payable within 30 days of receipt - Expenses: Client will reimburse pre-approved reasonable expenses incurred by Consultant  
All payments shall be made in U.S. Dollars.

## 6. Confidentiality

Each party agrees to maintain the confidentiality of all proprietary or confidential information disclosed during the term of this Proposal and to use such information solely for purposes related to the Services. This obligation shall survive termination of this Proposal.

## 7. Intellectual Property

Consultant retains ownership of all intellectual property rights in pre-existing materials used in providing Services.

Upon full payment, Client shall own all deliverables specifically created for Client under this Proposal, subject to Consultant's right to use general know-how and skills.

**8. Independent Contractor**

Consultant is engaged as an independent contractor. Nothing herein creates an employer-employee relationship, partnership, joint venture, or agency relationship.

**9. Indemnification**

Each party agrees to indemnify and hold harmless the other party from any claims arising from the indemnifying party's breach of this Proposal or its negligence or willful misconduct.

**10. Limitation of Liability**

Except for liability arising from gross negligence or willful misconduct, neither party shall be liable for indirect, incidental, consequential, or punitive damages.

**11. Governing Law and Venue**

This Proposal shall be governed by and construed in accordance with the laws of the State of \_\_\_\_\_, USA, without regard to its conflict of law principles. The parties consent to the exclusive jurisdiction and venue of the state and federal courts located in \_\_\_\_\_ County, \_\_\_\_\_.

**12. Entire Agreement**

This Proposal, together with any attachments, constitutes the entire agreement between the parties and supersedes all prior understandings. No amendment or waiver shall be effective unless in writing and signed by both parties.

**13. Signatures**

**CLIENT SIGNATURE**

**CONSULTANT SIGNATURE**

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

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