**Marketing Proposal Form**

**Company Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Company Name:** |  | | |
| **Address:** |  | | |
| **Phone:** |  | **Email:** |  |
| **Website:** |  | | |

**Client Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Client/Organization Name:** |  | | |
| **Contact Person:** |  | | |
| **Phone:** |  | **Email:** |  |

**Proposal Details**

|  |  |  |  |
| --- | --- | --- | --- |
| **Proposal Title:** |  | | |
| **Date Submitted:** |  | **Prepared By:** |  |
| **Department:** |  | | |

**Campaign Overview**

|  |  |  |  |
| --- | --- | --- | --- |
| **Objective(s):** |  | | |
|  | | |
|  | | |
| **Target Audience:** |  | | |
| Marketing Channels (check all that apply): | ☐ Social Media | ☐ Email Marketing | ☐ Paid Advertising |
| ☐ Print Media | ☐ Events | ☐ Other: |

**Proposed Activities & Timeline**

| **Activity/Task** | **Responsible Person** | **Start Date** | **End Date** | **Notes** |
| --- | --- | --- | --- | --- |
| Social Media Ads Campaign | Marketing Manager | 10/05/2025 | 10/20/2025 | Test A/B Ads |
| Email Newsletter | Content Specialist | 10/07/2025 | 10/09/2025 | 3 Email Series |
| Product Launch Event | Event Coordinator | 10/15/2025 | 10/15/2025 | 2-Hour Event |

**Budget Estimate**

| **Item/Service** | **Estimated Cost ($)** | **Actual Cost ($)** | **Variance Formula** |
| --- | --- | --- | --- |
| Social Media Ads | 2,500 |  |  |
| Event Venue | 3,000 |  |  |
| Print Materials | 1,200 |  |  |
| **Total** | **6,700** |  |  |

**Expected Outcomes / KPIs**

* Brand Awareness Increase: \_\_\_\_\_\_\_%
* Website Traffic Growth: \_\_\_\_\_\_\_%
* Leads Generated: \_\_\_\_\_\_\_
* Conversion Rate Target: \_\_\_\_\_\_\_%

**Approval**

* Prepared By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Signature & Date)
* Approved By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Signature & Date)