Marketing Proposal

Prepared by the agency for the client. Signing the acceptance section turns this proposal into a binding order on the terms below.

PROPOSAL NO. | DATE | VALID UNTIL

Prepared by

COMPANY | CONTACT PERSON

EMAIL | PHONE | GSTIN

Prepared for

CLIENT ORGANISATION | ATTENTION OF

Overview

This proposal covers a marketing programme to grow awareness and leads, combining strategy, creative production, media buying and monthly reporting.

YOUR GOALS, AS WE UNDERSTAND THEM

Scope of work

- Brand and audience research, positioning and campaign strategy
- Creative: key visuals, ad copy, short videos and landing-page content
- Media planning and buying across Google, Meta and other agreed channels
- Tracking set-up (pixels, UTMs, CRM integration) and monthly performance reports

Plan and timeline

Phase	What you get	Typical time
Strategy	Research, personas, media plan	2 weeks
Launch	Creatives live, tracking verified	2 weeks
Optimise	Weekly optimisation, monthly report	Ongoing

PROPOSED START | TARGET COMPLETION

Investment

MONTHLY RETAINER (₹)	RECOMMENDED MEDIA BUDGET (₹ / MONTH)	MINIMUM TERM (MONTHS)

Prices exclude GST unless stated. Invoices are payable within 15 days. Work beyond the scope above is quoted separately through a change order.

Assumptions and exclusions

- Media spend is paid directly by the client to platforms, or billed at cost plus the agreed handling fee.
- Results depend on market, budget and product; no specific number of leads or sales is guaranteed.
- Influencer fees, shoots and paid stock assets are extra.

Acceptance

By signing, the client accepts this proposal and authorises the agency to begin. Detailed terms (confidentiality, IP, liability) follow the agency's standard terms of service unless a separate contract is signed.

BILLING NAME AND ADDRESS	CLIENT GSTIN

PO NO. (IF ANY)	SIGNATORY DESIGNATION

Client

SIGNATURE

PRINTED NAME

DATE

Agency

SIGNATURE

PRINTED NAME

DATE