Digital marketing proposal -- completed example

Prepared for Example Co · A worked example showing what belongs in each section.

> *This is a fully written example, not a blank template. Every section shows the level of specificity that separates a proposal that closes from one that gets "we will think about it".*

Summary

Example Co wants to increase qualified enquiries from search without increasing ad spend. We will rebuild the six highest-intent service pages, repair conversion tracking, and run a focused paid search campaign against bottom-of-funnel terms. The engagement runs for six months at a fixed monthly fee of 2,400, with a one-off setup of 1,800 in month one.

Why this section works: Three or four sentences. What the client wants, what you will do, what it costs, how long it takes. Written so a decision-maker who reads nothing else still understands the offer.

Your situation as we understand it

You currently generate around 40 enquiries a month, mostly from paid search, at a cost per enquiry you describe as unsustainable. Organic search contributes little because service pages were written for a previous product line. Tracking was set up two years ago and no longer matches how enquiries actually arrive.

Why this section works: Reflect the client's own words back. This is the section that proves you listened, and it is the section most proposals skip.

Objectives

Reduce blended cost per enquiry by 25% within six months. Increase non-paid enquiries from roughly 8 to 20 per month by month six. Have a trustworthy conversion report in place by the end of month one.

Why this section works: Two to four objectives, each with a number and a date. If you cannot attach a number, it is not an objective, it is an activity.

Scope of work

Measurement: tracking audit, event redesign, one reporting dashboard. Search: six service pages rewritten, internal linking pass, technical fixes. Paid: campaign rebuild, ongoing management, monthly search term review.

Why this section works: List deliverables as things that get finished, not activities that continue. Group by workstream. Be specific about quantity.

What is not included

Not included: website redesign, brand or logo work, content translation, social media management, ad spend itself, or paid tooling licences.

Why this section works: The single most useful section in a proposal. Naming exclusions prevents most scope disputes before they start.

Approach and timeline

Month 1: audit, tracking rebuild, reporting in place. Months 2 to 3: page rewrites and technical fixes. Months 2 to 6: paid search management and monthly optimisation. Month 6: review and next-phase recommendation.

Why this section works: Phase the work. Show what happens in month one so the client can picture the start.

Investment

Setup (month one only): 1,800. Monthly retainer: 2,400, billed monthly in advance. Six-month total: 16,200. Ad spend is paid by you directly to the platform and is not included.

Why this section works: One clear price. If you offer options, offer no more than three and make the middle one the obvious fit.

What we need from you

Access to analytics, ad accounts and the CMS in week one. A named point of contact who can approve copy within five working days. Sign-off on the tracking plan before development starts.

Why this section works: Dependencies are a genuine project risk. Name them, and name the person.

How we report

A written monthly report on the fifth working day, covering performance against the three objectives, what we changed, and what we will do next. A 30-minute call to walk through it.

Why this section works: Say what they get, when, and from whom. This is where you differentiate from an agency that goes quiet.

Terms and next steps

Six-month initial term, 30 days notice thereafter. Invoices payable within 14 days. To proceed, sign below or reply to confirm and we will send the contract and access requests the same day.

Why this section works: Contract length, notice period, payment terms, and a single explicit next action.

Mistakes this example avoids

- Leading with your company history instead of the client's problem.
- Listing activities rather than finished deliverables, so nobody can tell when the work is done.
- Omitting an exclusions section, then arguing about scope in month three.
- Offering more than three pricing options, which delays the decision rather than helping it.
- Attaching a price with no objective, so the fee has nothing to be judged against.
- Sending a PDF with no clear next step at the end.