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-Ruben

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<Client Company/Logo>

<Proposal Name>

June 12, 2012

For: <Your Name>

By: <Client Name>

# Marketing Challenges

With skeptical buyers saturated by media like never before, {client\_name} needs to make strategic decisions regarding how it presents itself in order for promotional messages to stand out and reach prospects in a compelling way. {client\_name} needs attentive, comprehensive marketing services to:

- Cultivate a unique brand to distinguish itself from its competitors
- Analyze what others are doing in the {INDUSTRY} industry to find out what's working and what's not, and use that insight to its fullest advantage
- Reach new customers using a combination of online and offline techniques
- Launch irresistible new products, developed with marketing in mind from the beginning

Without putting a system in place to assure it reaches new customers using every tool at its disposal, {client\_name} leaves its long-term profitability to chance in an overwhelmingly competitive market.

## Delivering Results

{my\_company}'s marketing consulting services will deliver the following results for {client\_name}:

- **Develop a compelling, unforgettable brand** – Your brand is your calling card to the outside world; use it wisely, and you can separate yourself from your competitors. We'll create a brand that highlights your strengths in a unique way, and our graphic designers will design your logo to match.
- **Reach new customers using both online and offline techniques** – The importance of digital media can't be ignored, but that doesn't mean you should abandon traditional media, either. We'll develop a strategy for you that takes advantage of every platform available, offering you unprecedented exposure to new prospects.
- **Design a pipeline of irresistible new products and a strategic plan to promote them** – Irresistible products begin with marketing considerations in mind. We'll consult with you throughout the entire development process, leaving you with new products specifically designed to appeal to your target customers, and a strategy to promote

them.

## Recommendations for Your Company

To meet {client\_name}'s needs, as described above, we recommend the following marketing services as part of this project:

### **Brand Positioning, Naming, and Graphic Identity**

{my\_company}'s creative team, business experts, and graphic designers will collaborate with you to develop a brand that aligns with your long-term vision. The end result will be a unique business identity that sets you apart from your competitors and leaves an unforgettable impression on your customers.

### **A Thorough Analysis of Your Competitors**

We'll conduct a meticulous analysis of your competitors' marketing strategies. This will allow our team to determine which techniques are working well in your industry and to identify untapped opportunities. Then we'll offer recommendations guided by those insights on how you can make every aspect of your marketing more effective.

### **Marketing Strategy Development for Both Online and Offline Media**

We will develop a comprehensive promotional strategy to steadily expand your influence and encourage long-term growth. This strategy will describe how to utilize a balanced approach between digital and traditional media, allowing you to take advantage of a variety of platforms in today's converged media environment.

### **Counseling for New Product Concepts and Development**

{my\_company} will work with {client\_name} to develop innovative new products. These products will form the heart of your revamped marketing strategy, and we will give you a detailed plan of how to promote them after development.

## Your Investment

Service Item	Cost
<p><b>Expanding Influence and Appeal Via Marketing Solution</b></p> <p><b>Discovery</b> – We will assess your current marketing strategies, take a look at what your competitors are doing, and identify new opportunities.</p> <p><b>Brand consultation and logo design</b> – We will talk with you to get a clear understanding of your business and long-term goals. Then we will incorporate that vision into a marketable brand.</p> <p><b>Development of a marketing strategy for online and offline media</b> – Using what we learned in the discovery phase, we will create a customized strategy to help you reach new prospects across digital and traditional media platforms.</p> <p><b>Collaborative product brainstorming and development</b> – We will meet with you regularly to develop new products specifically designed to appeal to your target customers.</p>	\$
<b>Total</b>	\$

## Why Choose {my\_company}?

{client\_name} needs to focus on the big picture of running its business. That's why you want a company like {my\_company} to worry about all the details of making a great impression with your customers. We can provide you with a comprehensive marketing solution to reach prospects across multiple media platforms, launch appealing new products, and tie the presentation together in the form of a unique, unforgettable brand. Here is just a sample of what we will bring to the table in our work for {client\_name}:

- **{my\_company} is experienced in online and offline marketing, helping you thrive in today's media environment** – Our team has experience promoting businesses in both online and offline media. Each platform offers distinct advantages; we know how to leverage them to help you reach the most prospects for the least expense.
- **{my\_company}'s lean, focused team is dedicated to bringing your customers an unforgettable experience, and you a competitive edge** – Marketing efforts are useless if your prospects forget about you after hearing your messages. We treat every message as a valuable opportunity to give your prospects a memorable experience, which sets you apart from all your competitors.
- **{my\_company} obsesses over every detail of how you present yourself to your customers** – We obsess over the details so you don't have to. From how you package your products to the way you format emails to customers, we will be there to offer guidance that enhances your presentation. Customers notice these things, and subtle improvements add up to a major competitive advantage.

## Project Timeline

If {client\_name} chooses {my\_company} to provide the marketing consulting services described, our timeline would proceed as follows:

Phase	Activities	Completion
<b>Competitive Analysis</b>	Analysis of competitors' marketing strategies to assess effectiveness of techniques and identify untapped opportunities.	07/31/XX
<b>Brand Naming, Brand Design, and Logo Design</b>	Collaboration between {client_name} and {my_company}'s creative team, business experts, and graphic designers to craft a unique business identity.	08/21/XX
<b>Promotional Strategy Development</b>	Preparation of a multi-platform promotional strategy by {my_company}, meetings with {client_name}'s team to discuss our recommendations on how to implement the strategy.	09/21/XX
<b>New Product Ideation, Conception, and Development</b>	Regular meetings with {client_name} to brainstorm new products, tailor them to suit your target customers' preferences, and to incorporate them within a broad promotional strategy.	12/21/XX

## Next Steps

As outlined in the Investment section, our pricing is valid until [DATE]. To take advantage of this proposal and proceed with the project as outlined, {client\_name}'s next steps must be to:

- Accept the proposal as-is
- Discuss desired changes with {my\_company}
- Finalize and sign the contract
- Submit an initial payment of 50 percent of total project fee

Once completed, {my\_company} will contact {client\_name} to schedule a project launch meeting to make introductions and gather information before beginning the work.

We are happy to make changes to project scope on {client\_name}'s request at any time, but may be subject to additional billing.

## Terms and Conditions

Once the project fee is paid in full to {my\_company}, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to {client\_name} for inclusion in the website are owned by {client\_name}.

{my\_company} assumes {client\_name} has permission from the rightful owner to use any code, scripts, data, and reports provided by {client\_name} for inclusion in its materials, and will hold harmless, protect, and defend {my\_company} from any claim or suit arising from the use of such work.

{my\_company} retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

This agreement becomes effective only when signed by agents of {client\_name} and {my\_company}. Regardless of the place of signing of this agreement, {client\_name} agrees that for purposes of venue, this contract was entered into in [STATE] and any dispute will be litigated or arbitrated in [STATE].

The agreement contained in this contract constitutes the sole agreement between {client\_name} and the {my\_company} regarding all items included in this agreement.