Quotation Proposal for Services

**Innovate Digital Marketing Solutions  
2550 Innovation Way  
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+1 512-555-0198  
November 15, 2024**

**Quotation Proposal for Digital Marketing Services**

**To:  
Ms. Emily Carter  
Carter's Craft Supplies  
312 Artsy Lane  
Austin, TX, 78702**

**Dear Ms. Carter,**

We appreciate the opportunity to assist Carter's Craft Supplies with your digital marketing requirements. Based on our initial discussions and your business objectives, we are pleased to submit this proposal for your review.

**Scope of Services:**

1. **SEO and SEM:** Comprehensive search engine optimization and search marketing management to increase visibility and traffic.
2. **Content Creation:** Production of monthly blog posts and bi-weekly promotional videos to engage your audience.
3. **Social Media Management:** Daily management of your social media profiles on Facebook, Instagram, and Pinterest to boost interaction and brand awareness.
4. **Email Marketing:** Monthly newsletters and promotional email campaigns to enhance customer retention and sales.

**Project Duration:**

* **Start Date:** January 5, 2025
* **End Date:** December 31, 2025
* **Total Duration:** 12 months

**Pricing Details:**

| **Service** | **Description** | **Unit Price** | **Quantity** | **Total** |
| --- | --- | --- | --- | --- |
| SEO and SEM | Optimization and ads management | $500 | 12 months | $6,000 |
| Content Creation | 12 blog posts, 24 videos | $300 per month | 12 months | $3,600 |
| Social Media Management | Management of 3 platforms | $400 per month | 12 months | $4,800 |
| Email Marketing | 12 newsletters | $200 per month | 12 months | $2,400 |
| **Subtotal** |  |  |  | **$16,800** |
| **Sales Tax (8%)** |  |  |  | **$1,344** |
| **Total Cost** |  |  |  | **$18,144** |

**Terms and Conditions:**

* **Payment Terms:** 50% upfront, 25% at the six-month mark, and 25% upon completion.
* **Warranty:** 3 months of post-project support to address any issues with the implemented strategies.
* **Confidentiality and Non-Disclosure:** Commitment to protect all proprietary information of Carter's Craft Supplies.

**Acceptance:**To proceed with the outlined services, please sign below indicating your acceptance of the terms and conditions of this proposal. We look forward to the opportunity to work with Carter's Craft Supplies and deliver impactful results.

Please feel free to reach out to me directly at +1 512-555-0198 or contact@innovatemarketing.com if you have any questions or need further clarifications.

Thank you for considering Innovate Digital Marketing Solutions for your digital marketing needs. We are eager to contribute to your success.

Sincerely,

**John Smith  
Client Relations Manager  
Innovate Digital Marketing Solutions**

**Client Signature:  
Name:  
Position:  
Date:**