

Quotation Proposal for Services

Innovate Digital Marketing Solutions

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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
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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: