

# Agency Proposal Agreement Template

Prepared for

[Recipient Name]

[Company Name]

Prepared by

[Sender Name]

[Company Name]

# App Development Proposal Template

## 1. Introduction

### Agency Proposal Template

Thank you for considering [Agency's Company] as your marketing partner. We are pleased to present this proposal for your review. Our team has reviewed your company objectives and we are confident that our marketing strategies will help achieve your goals.

## Objective

The primary objective is to improve the overall brand visibility and sales revenue for [Client's Company] through digital marketing initiatives, including but not limited to:

- Social Media Management
- Content Marketing
- SEO Optimization
- Email Marketing
- PPC Advertising

## Scope of Services

### 1. Social Media Management

- Develop a social media calendar
- Daily posts on various platforms
- Monthly performance reports

### 2. Content Marketing

- Bi-weekly blog posts

- Video content creation
- Infographics and other visual assets

### 3. SEO Optimization

- Keyword research
- On-page and off-page optimization
- Monthly SEO reports

### 4. Email Marketing

- Monthly newsletters
- Targeted promotional campaigns

### 5. PPC Advertising

- Google Ads setup and management
- Performance tracking and adjustment

## Timeline

The proposed timeline for the initial project is 6 months, commencing on [Start Date] and concluding on [End Date].

Milestone	Start Date	End Date	Responsible Party
Project Kickoff	[Start Date]	[End Date]	Both Parties
Social Media Calendar Setup	[Start Date]	[End Date]	Agency
First Month of Content	[Start Date]	[End Date]	Agency

First SEO Report	[Start Date]	[End Date]	Agency
...	...	...	...

## Budget & Payment Terms

The estimated budget for the scope of services is [Budget]. Payment terms will be agreed upon once the proposal is accepted.

Service	Cost	Payment Terms
Social Media Management	\$X,XXX	Monthly/Upon delivery
Content Marketing	\$X,XXX	Monthly/Upon delivery
SEO Optimization	\$X,XXX	Monthly/Upon delivery
Email Marketing	\$X,XXX	Monthly/Upon delivery
PPC Advertising	\$X,XXX	Monthly/Upon delivery

## Next Steps

To proceed with this proposal:

- Please sign below to indicate your acceptance.
- A kickoff meeting will be scheduled to discuss project details.

[NAME OF AGENCY]

[NAME OF CLIENT]

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_