

Date: [Date of Sending]

To: Mahesh [Client's Address]

Subject: Proposal for a 12-Month Digital Marketing Services Retainer

Dear Mahesh,

Following our recent conversation, it is with great enthusiasm that we present this proposal for our digital marketing services. We are confident that **AI International** has the expertise and strategic vision to help you achieve your business objectives, and we are excited about the prospect of our partnership.

This letter outlines the proposed terms of our engagement for your review.

Term of Agreement

This agreement will be effective for a **twelve (12) month term**, commencing on **October 15, 2025**, and concluding on October 14, 2026.

Scope of Services

Throughout the term of this agreement, AI International will provide the following comprehensive services designed to elevate your digital presence:

- **Search Engine Optimization (SEO):** We will implement an ongoing strategy to optimize your digital assets, significantly improving your *organic search visibility and rankings*.
- **Ad Creative & Copywriting:** Our team will develop and produce **compelling visual assets and persuasive copy** for your digital advertising campaigns, ensuring they resonate with your target audience.
- **Monthly Performance Reporting:** You will receive a detailed performance report by the *5th of each month*. This report will outline **key performance indicators (KPIs)**, campaign results, and our strategic recommendations for the upcoming month.

Professional Fees

The investment for the comprehensive services outlined above is a flat retainer of **\$1,500 USD per month**.

- **Invoicing:** Invoices will be issued on the **1st of each month** for the upcoming service period.
- **Payment Terms:** To ensure uninterrupted service, payment is due *within 15 days* of the invoice date.

Confidentiality

Both parties agree to maintain the strict confidentiality of all proprietary or sensitive information shared throughout the course of our engagement.

Acceptance & Next Steps

We are eager to begin this journey and drive tangible results for your business. To formalize our partnership and commence work, please sign and date this letter below and return a scanned copy to us by *October 1, 2025*.