

**Date:** [Date of Sending Letter]

**Mahesh** [Client Title] **Skyline Media** [Client Company Address] [Client City, State, ZIP Code]

## Subject: Partnership Proposal for a 12-Month Digital Marketing Retainer

Dear Mahesh,

Following our productive discussion, we are pleased to present this proposal outlining a strategic partnership between **AI International** and **Skyline Media**. We are confident that our tailored digital marketing services will not only elevate your online presence but also drive *measurable growth* and help you achieve your core business objectives.

This document details the scope, terms, and investment for our proposed 12-month engagement.

### Term of Engagement

This service agreement is proposed for a fixed term, designed to build momentum and deliver sustainable results.

- **Agreement Tenure:** A comprehensive **12-month period**.
- **Proposed Start Date:** **October 15, 2025**
- **Proposed End Date:** October 14, 2026

*Upon completion, this agreement may be renewed by mutual written consent.*

### Scope of Services

Our dedicated team will deliver the following comprehensive services on a monthly basis to ensure consistent progress and adaptation to market dynamics:

- **Strategic SEO Optimization:** Continuous on-page, off-page, and technical SEO management to improve organic search visibility, drive qualified traffic, and secure higher rankings for your most valuable keywords.
- **Compelling Ad Creative Design:** Development of *high-impact* visual and copy assets for your digital advertising campaigns, crafted to resonate with your target audience and maximize conversion rates across all agreed-upon platforms.
- **In-Depth Monthly Performance Reports:** Delivery of a detailed report analyzing key performance indicators (KPIs), campaign outcomes, and actionable insights. This report will serve as our foundation for strategic planning and optimization for the subsequent month.

### Professional Fees

Our retainer model is designed for clarity and predictable budgeting.

- **Monthly Retainer Fee:** The investment for the complete scope of services is **\$1,500.00 USD per month**.
- **Invoicing & Payment Terms:** Invoices will be issued on the **1st of each month**, with payment due within 30 days of the invoice date.

## Next Steps

We are eager to begin this partnership and help **Skyline Media** achieve new heights.

To formally commence our engagement, please review, sign, and return a scanned copy of this letter to us at **AiInternational@local.com**. To ensure a timely start on **October 15, 2025**, we kindly request receipt of the signed agreement by **September 30, 2025**.

Should you have any questions, please do not hesitate to reach out. We look forward to the opportunity to collaborate and deliver exceptional results together.

Sincerely,

[Your Name] [Your Title] AI International

## Acceptance of Offer

By signing below, I, Mahesh, on behalf of **Skyline Media**, accept the terms and conditions outlined in this service agreement.

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

**Printed Name:** Mahesh

**Title:** \_\_\_\_\_

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