

Of course. Here is the refined letter, enhanced for a professional tone, clarity, and visual structure using Markdown.

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**[Your Company Letterhead/Logo]**

**AI International** [Your Company Address] [Your Phone Number] | [Your Email Address] | [Your Website]

**[Date]**

Mahesh [Last Name] [Client Title] Skyline Media [Client Address]

**Subject: Proposal and Agreement for a 12-Month Digital Marketing Retainer**

Dear Mahesh,

It was a pleasure discussing Skyline Media's digital marketing objectives with you. We are excited by the opportunity to partner with your team and are pleased to present this formal proposal outlining our 12-month service agreement.

We are *confident* our strategic approach will significantly elevate your online presence and drive measurable results.

## Term of Agreement

This is a **12-month fixed-term agreement**, effective from **October 15, 2025**, to **October 14, 2026**.

## Scope of Services

AI International will provide the following core services on a recurring monthly basis to support Skyline Media's growth:

- **Comprehensive SEO Strategy & Execution:** We will perform *continuous* on-page, off-page, and technical SEO audits to improve search rankings, drive organic traffic, and enhance your digital footprint.
- **Actionable Performance Reporting:** You will receive **detailed monthly reports** that not only track key performance indicators (KPIs) but also provide clear analysis and strategic recommendations for future growth.
- **Engaging Ad Creative & Copywriting:** Our team will design and write **compelling ad creatives** tailored to your target audience and optimized for performance across key digital platforms.

## Investment & Payment Terms

The monthly retainer for the comprehensive services detailed above is **\$1,500 USD**.

Invoices will be sent on the **first business day of each month** with **Net 15** payment terms.

## Partnership Activation

We are eager to begin this collaboration and help Skyline Media achieve its goals.

To move forward, please review and sign the acceptance section below. A scanned copy of the executed agreement should be returned to us at **[Your Email Address]** by end-of-day on **October 1, 2025**.

Once we receive the signed agreement, we will promptly schedule our **official kickoff meeting** to finalize initial strategies and establish a collaborative workflow.

Thank you for the opportunity to present this proposal. We are very much looking forward to a successful and impactful partnership with the entire team at Skyline Media.

Sincerely,

**[Your Name]** [Your Title] AI International

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## Acceptance of Agreement

*By signing below, I, on behalf of Skyline Media, agree to the terms and conditions outlined in this Letter of Agreement.*

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

**Printed Name:** \_\_\_\_\_

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

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