[COMPANY LETTERHEAD]

PROPOSAL FOR MARKETING SERVICES

Prepared for: ABC Corporation

Prepared by: XYZ Marketing Solutions

Date: [Insert Date]

I. EXECUTIVE SUMMARY

We propose a comprehensive 6-month digital marketing campaign to increase brand awareness and lead generation by 40% through SEO, social media, and targeted advertising.

II. SERVICES INCLUDED

- Search Engine Optimization (SEO) audit and implementation

- Social media management (3 platforms)

- Monthly performance analytics reports

III. INVESTMENT

Total project cost: $12,500

Payment schedule: 50% upfront, 50% upon completion

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