

[YOUR NAME]

[Phone number]

[email]

[website]

PROPOSAL



[CLIENT]

[Date]

PROJECT BACKGROUND

[CLIENT] has an opportunity to use content to achieve [PRIMARY CLIENT GOAL]. To do so, [CLIENT] is looking to set and activate its content strategy across the marketing funnel.

This proposed project will build that strategy and set the stage to dive in immediately.

MY APPROACH

My goal is to help you:

- Identify [CLIENT'S] unique opportunity to own the conversation with its content
- Set [CLIENT'S] editorial direction and content marketing focuses
- Create actionable resources that ensure the strategy can be activated quickly

To best achieve these goals, I recommend a three-phased approach. The Research stage serves to uncover areas of opportunity, the strategy stage sets the editorial direction, and the activation stage creates actionable resources.

I also recommend a collaborative working process. As such, this project includes a team workshop that serves to align marketing stakeholders on how content can best serve [CLIENT]. Your expertise and perspective is critical here!

Finally, I recommend tackling this project first and then approaching content creation in a second collaboration, rather than doing both concurrently. This will ensure we don't have to circle back and inefficiently update content based on new discoveries from this project.

DELIVERABLES

Content Strategy

RESEARCH + INSIGHTS

These deliverables will uncover [CLIENT'S] areas of opportunity within content.

- **Immersion** into brand strategy, SEO strategic work, SEO roadmap, and other [CLIENT] initiatives
- **Content audit** of existing content at each stage of the funnel and its strengths and weaknesses
- **Competitive analysis** of 3 competitors' approach to content
- **3- or 4-hour workshop** to explore [CLIENT'S] areas of opportunity
- **Content insights document** surfacing the learnings from our research
- **Content insights review:** discussion on the actionable findings

CONTENT STRATEGY

These deliverables will define what [CLIENT'S] most successful content looks like.

- **Goals**, objectives, and KPIs
- **Content pillars:** The 3-5 foundational topics that all content will derive from
- **Content types:** The 3-5 formats that all content will take
- **Channels:** The 2-4 marketing channels to activate across the funnel
- **Content strategy review:** Discussion on the recommended approach to content
- **Revisions:** 1 round of revisions, as needed

CONTENT PROCESS

These deliverables include resources that help [CLIENT] activate their strategy as quickly as possible.

- **Editorial calendar** for three months of content creation
- **30-60-90 day roadmap** to activate the full strategy
- **Revisions:** 1 round of revisions, as needed

COST AND TIMING

The project has a total cost of [XXXX]. Fifty percent (\$XXXX) is invoiced upon signing the agreement to confirm project activation. The remaining fifty percent (\$XXXX) is invoiced upon project completion, or two weeks after the estimated completion date.

It spans [TIME: 4-8 WEEKS], with a recommended kick off of [DATE]. This timeline assumes [CLIENT'S] feedback loop of 2 business days and [YOUR NAME'S] revision loop of 2 business days. A more specific timeline will be provided upon [CLIENT'S] approval of this scope.