# Freelance Digital Marketing Proposal Template

Editable template for beginner freelancers in India. Replace every bracketed field and remove any service you do not provide.

## CLIENT AND PROPOSAL DETAILS

Client business: [Business name]

Contact person: [Name]

Prepared by: [Your name / business]

Proposal date: [Date]

Valid until: [Date]

## 1. BUSINESS OBJECTIVE

[Describe the client's current problem and desired outcome in plain language.]

## 2. RECOMMENDED SERVICE

[Describe the recommended service and why it fits the objective.]

## 3. DELIVERABLES

[Deliverable 1, quantity and platform]

[Deliverable 2, quantity and platform]

[Reporting, meetings, optimisation and communication details]

## 4. TIMELINE

Start date: [Date]

Delivery schedule or monthly cycle: [Details]

Client feedback due within: [Number] working days

Dependencies: [Assets, approvals, account access]

## 5. INVESTMENT

Service fee: ₹[Amount]

Applicable taxes: [Specify if applicable; confirm with a qualified accountant]

Advertising budget: [Excluded / included; explain who pays the platform]

Third-party costs / tools / production: [Details]

Total payable to freelancer: ₹[Amount]

## 6. PAYMENT TERMS

[Advance percentage or milestones]

Invoice due date: [Date / number of days]

Payment method: [UPI / bank transfer / other]

## 7. REVISIONS AND CHANGE REQUESTS

Included revision rounds: [Number]

[Explain what counts as a revision and how new work will be quoted.]

## 8. EXCLUSIONS

[Ad spend, photography, video shooting, website development, influencer fees, customer-service replies, tools, etc.]

## 9. CLIENT RESPONSIBILITIES

[Access, brand assets, product information, approvals, timely feedback and one main contact.]

## 10. REPORTING AND MEASUREMENT

[Reporting frequency, metrics, attribution limitations and what is outside your control.]

## 11. ACCEPTANCE

To approve, reply “[Approved]” and complete the agreed first payment. Work begins after written approval, payment and receipt of required access and information.

Client name/signature: _____ Date: _____

Freelancer name/signature: _____ Date: _____

Important: This is a business template, not legal or tax advice. For larger or higher-risk projects, use an appropriate written contract and get professional advice.