

YOUR COMPANY NAME

Online Marketing Proposal

*******THIS IS NOT A LEGAL CONTRACT! HIRE AN ATTORNEY FOR AN OFFICIAL
AND LEGAL CONTRACT! THIS IS AN EXAMPLE PROPOSAL ONLY!*******

Prepared for:

CLIENT/COMPANY NAME
CLIENT CONTACT INFO

Prepared By:

YOUR COMPANY NAME
YOUR CONTACT INFO

Online Marketing Proposal

Our goal is to ensure the Client is [STATE YOUR COMPANIES GOAL FOR CLIENTS].
This proposal outlines what you as the Client can expect from our company.

The Business Challenges

[You will collect the clients Facebook page, website, Instagram and other relevant info upfront PRIOR to creating this proposal.]

- STATE the good, bad and the ugly about your clients content.
- The website does not have SEO friendly content... etc. etc.
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The Plan of Action

[STATE how you plan to fix/enhance it.]

- Create a lead capture page on your website featuring your free ebook.
- Install the Facebook pixel correctly... etc. etc.
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The Scope of Work

Facebook Marketing Package

The Facebook Marketing Package includes, but is not limited to:

- Designing ad creatives
- Facebook targeting research
- Facebook ad split testing/optimization
- Facebook audience/pixel management
- Facebook ad scaling and ongoing management/ad creation
- Facebook Page posting X times per week.
- INCLUDE OTHER TASKS YOU WANT TO HANDLE. Such a, Facebook Page posting X times per week, etc.

We may recommend changes to your website, Instagram account and/or Facebook Page occasionally. These additional services will be provided at our standard hourly rate upon your approval.

The Authorization

The Client, [CLIENT NAME], is hiring [YOUR COMPANY NAME] as an Independent Contractor to optimize and market the [CLIENT NAME] website, Facebook, and Instagram. The Client hereby authorizes the [YOUR COMPANY NAME] to access accounts for the purposes of marketing and making relevant changes as needed.

The Confidentiality

[CLIENT NAME] and [YOUR COMPANY NAME] may disclose confidential information under this Agreement (such as passwords, product pricing, etc.) Such information shall not be disclosed to third parties by the receiving party.

The Termination

The Client may terminate the services with 48 hours' notice. The Client will pay the time charged up to that point, for that month.

The Reporting

We agree to provide the Client with monthly reporting that outlines [KEY METRICS]

- Conversions
- CPC
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The Price

- \$50/hour for Facebook Ads Management.
- Maximum 10 hours per week.
- Client billed via PayPal invoice on the 1st of every month.

The undersigned agrees to the terms of this agreement.

Client: _____ Date: _____
(Signature)

(Print Name)

Company: _____ Date: _____
(Signature)

(Print Name)