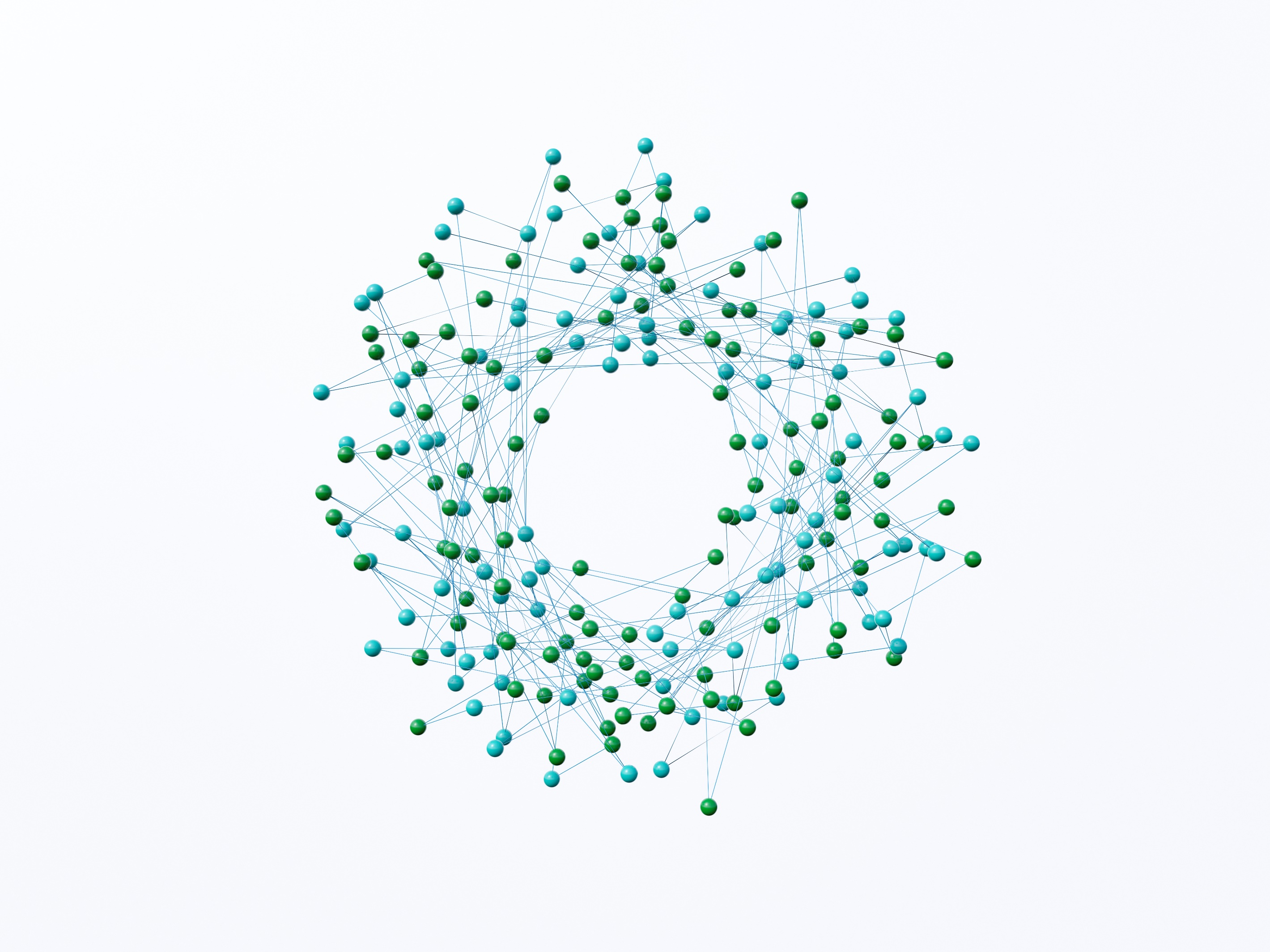
**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12205&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Marketing+Consulting+Proposal-word-12205&lpa=Blank+Marketing+Consulting+Proposal+word+12205)Microsoft Word Marketing Consulting   
Proposal Template**

Marketing   
Consulting   
Proposal

|  |  |
| --- | --- |
| Consulting Company’s Name |  |
| Project Name |  |
| Date | MM/DD/YY |

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Introduction

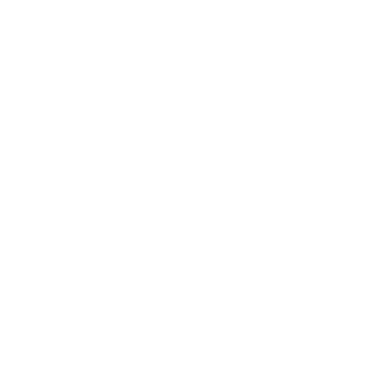
Introduction / Background

Your Logo Here



 Client’s Challenge

Challenge

Proposed Solution

Solution



Market Analysis



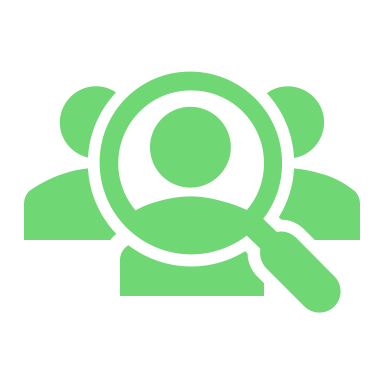
Description

Description

Description

Target Audience Analysis

Demographics



Buying behavior

Psychographics

Competitor Analysis



Description

Description

Description

Marketing Strategy

Description

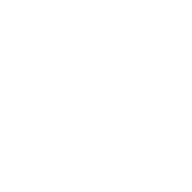
Approach / Methodology

Description

Deliverables

|  |  |
| --- | --- |
| Deliverable 1 |  |
| Deliverable 2 |  |
| Deliverable 3 |  |
| Deliverable 4 |  |
| Deliverable 5 |  |

Schedule



|  |  |  |  |
| --- | --- | --- | --- |
| Deliverable | Person Responsible | Start Date | End Date |
|  |  | MM/DD/YY | MM/DD/YY |
|  |  | MM/DD/YY | MM/DD/YY |
|  |  | MM/DD/YY | MM/DD/YY |
|  |  | MM/DD/YY | MM/DD/YY |

MM/DD

Deliverable

MM/DD

Deliverable

MM/DD

Deliverable

MM/DD

Deliverable

Team

|  |  |  |
| --- | --- | --- |
| Name | Title | Experience |
| **A person smiling at the camera  Description automatically generatedName** | Role | Experience |
| **A person with short orange hair smiling  Description automatically generatedName** | Role | Experience |
| **A person wearing glasses and a blue plaid shirt  Description automatically generatedName** | Role | Experience |
| **Name** | Role | Experience |

Cost and Payment Terms

|  |  |  |  |
| --- | --- | --- | --- |
| Activity | Rate | Hours | Price |
| Description | $0.00 per hour | 0 | $0.00 |
|  |  |  | $0.00 |
|  |  |  | $0.00 |
|  |  |  | $0.00 |
| **Total** |  |  | **$0.00** |

Payment Terms

Case Studies

**Case Study 2**

Case study

Case study

**Case Study 1**

Case study

**Case Study 3**

**00%**

**00%**

**00%**

Terms and Conditions

Description

Next Steps

Description

Consultant Contact Information

|  |  |
| --- | --- |
| Name |  |
| Company |  |
| Address |  |
| Phone |  |
| Email |  |

**Case Study 2**

|  |
| --- |
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**Case Study 2**

**Case Study 2**