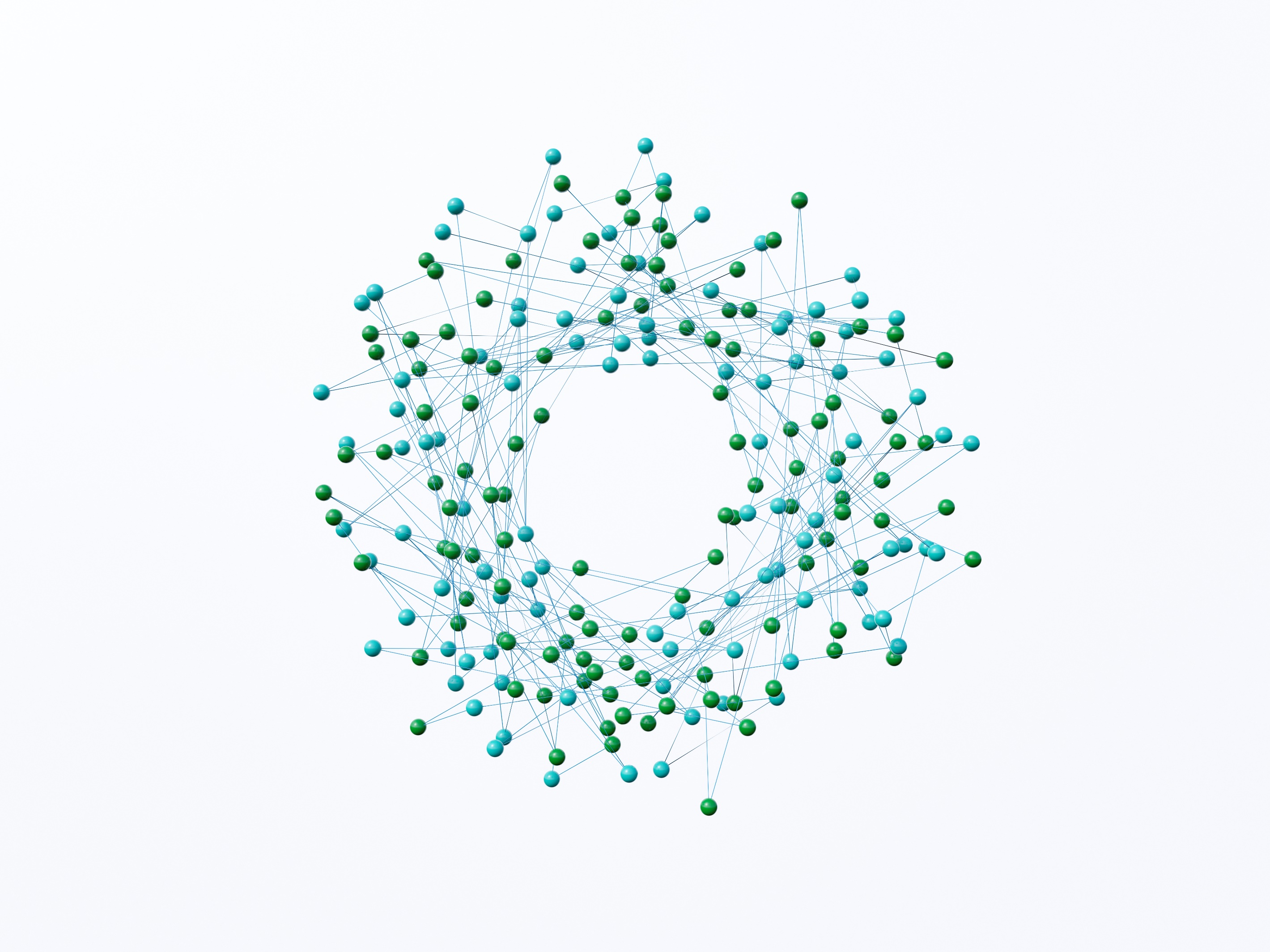
**[A blue and white sign

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

Marketing   
Consulting   
Proposal

|  |  |
| --- | --- |
| Consulting Company’s Name | Bright Path Marketing |
| Project Name | Digital Market Expansion Initiative |
| Date | MM/DD/YY |

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Introduction

**BRIGHT**

**PATH**

*MARKETING*

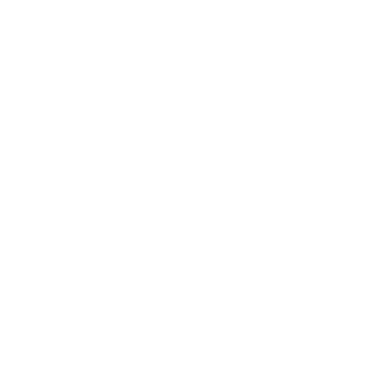


Bright Path Marketing is a leading consultancy specializing in innovative marketing solutions designed to drive business growth and enhance brand presence. With over 12 years of experience, we offer a range of services including strategic marketing planning, content development, and market research. Our approach combines data-driven insights with creative strategies to deliver measurable results.



 Client’s Challenge

Green Tech Solutions faces a declining market share due to increased competition and a lack of effective online presence. The company’s current marketing efforts are fragmented and do not fully leverage digital channels to reach potential customers.

Proposed Solution

We propose a comprehensive marketing strategy to revitalize Green Tech Solutions’ brand and increase market share. Our approach includes a full digital overhaul, focusing on integrated content marketing, SEO optimization, social media engagement, and targeted digital advertising to boost online visibility and drive customer acquisition.



Market Analysis



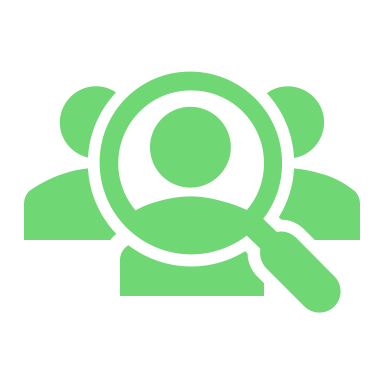
Key trends include a rising demand for transparency in product sourcing and a shift towards **digital platforms** for product research.

The current market for sustainable technology is rapidly growing, with an increasing number of consumers and businesses seeking **eco-friendly solutions**.

Consumer behavior indicates a preference for brands with strong **online engagement** and positive reviews.

Target Audience Analysis

**Demographics:** The target audience is comprised of professionals aged 30–45, with a focus on decision-makers in medium to large enterprises.



**Buying Behavior:** The target audience makes research-driven purchasing decisions, with a high emphasis on product efficacy and brand reputation.

**Psychographics:** The target audience members are environmentally conscious individuals and businesses committed to sustainability and innovation.

Competitor Analysis



Competitor B

**Green Future Solutions** is well-established in SEO but lacks engaging digital content.

Competitor A

**Eco Tech Innovations** has a strong social media presence and effective influencer partnerships but weak in content marketing

Competitor C

**Pure Earth Technologies** has effective digital advertising but inconsistent branding.

Marketing Strategy

1. **Positioning and Messaging:** Position Green Tech Solutions as the leading innovator in sustainable technology, emphasizing superior product quality and environmental impact.
2. **Content Marketing:** Develop a content calendar with blog posts, whitepapers, and case studies highlighting industry insights and product benefits.
3. **SEO:** Implement on-page and off-page SEO strategies to improve search engine rankings and drive organic traffic.
4. **Social Media Campaigns:** Create targeted campaigns on LinkedIn and Twitter to engage industry professionals and build brand awareness.

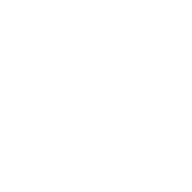
Approach / Methodology

Our approach involves a **phased implementation strategy**, starting with doing a comprehensive audit of current marketing efforts and then developing a tailored marketing plan. We will focus on **aligning marketing activities** with Green Tech Solutions’ business goals, utilizing data-driven insights to refine strategies and optimize campaign performance. Regular progress reviews will ensure our strategies remain **effective and** **adaptable** to changing market conditions.

Deliverables

|  |  |
| --- | --- |
| Deliverable 1 | Comprehensive report with market analysis and competitor analysis |
| Deliverable 2 | Detailed marketing strategy plan and content calendar |
| Deliverable 3 | SEO and digital advertising campaign setup |
| Deliverable 4 | Monthly performance reports and optimization recommendations |
| Deliverable 5 |  |

Schedule



|  |  |  |  |
| --- | --- | --- | --- |
| Deliverable | Person Responsible | Start Date | End Date |
| Market and Competitor Analysis | Jane Smith | MM/DD/YY | MM/DD/YY |
| Marketing Strategy Plan | Romy Bailey | MM/DD/YY | MM/DD/YY |
| Advertising Campaign | E. Brown | MM/DD/YY | MM/DD/YY |
| Performance Reports | Michael Lee | MM/DD/YY | MM/DD/YY |

MM/DD

Performance Reports

MM/DD

Market and Competitor Analysis

MM/DD

Marketing Strategy Plan

MM/DD

Advertising Campaign

Team

|  |  |  |
| --- | --- | --- |
| Name | Title | Experience |
| **A person smiling at the camera  Description automatically generatedMichael Lee** | Analytics Expert | * 8 years of experience in performance measurement and reporting * Skilled in data analysis and KPI tracking |
| **A person with short orange hair smiling  Description automatically generatedRomy Bailey** | Content Specialist | * 10 years of experience in content creation and SEO * Expert in developing engaging marketing content |
| **A person wearing glasses and a blue plaid shirt  Description automatically generatedE. Brown** | Digital Advertising Manager | * 12 years of experience in digital and display advertising * Proven track record of improving ROI |
| **A person in a pink shirt  Description automatically generatedJane Smith** | Senior Marketing Strategist | * 15 years of experience in market analysis and strategy development * Specializes in data-driven marketing solutions |

Cost and Payment Terms

|  |  |  |  |
| --- | --- | --- | --- |
| Activity | Rate | Hours | Price |
| Market and Competitor Report | $150 per hour | 60 | $9,000.00 |
| Marketing Plan | $150 per hour | 120 | $18,000.00 |
| Marketing Campaign | $200 per hour | 140 | $28,000.00 |
| Performance Reports | $150 per hour | 120 | $18,000.00 |
| **Total** |  |  | **$73,000.00** |

Payment terms

Case Studies

**Case Study 2**

Client B

Achieved a 50% improvement in social media engagement with a comprehensive social media campaign.

Client A

Increased lead generation by 35% through a targeted SEO and content marketing strategy.

**Case Study 1**

Client C

Boosted online sales by 40% using a combination of varying digital advertising methods.

**Case Study 3**

**40%**

**50%**

**35%**

Terms and Conditions

**Confidentiality:** All information shared will be treated as confidential and used solely for this engagement.

**Cancellation Policy:** A 30-day notice is required for cancellation. Fees may apply based on work completed.

**Payment Terms:** Payments are due within 15 days of invoice receipt. Late payments may incur additional charges.

Next Steps

1. Review and approve the proposal.

2. Schedule a kickoff meeting to discuss project details and next steps.

3. Sign the consulting agreement to formalize the engagement.

Consultant Contact Information

|  |  |
| --- | --- |
| Name | Lisa Green |
| Company | Bright Path Marketing |
| Address | 456 Business Road, Market City, CA 12345 |
| Phone | (555) 678-9012 |
| Email | Email address |

**Case Study 2**

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

**Case Study 2**