



Marketing Proposal

SEPTEMBER 2025

FOR DIGITAL CAMPAIGNS

PRESENTED TO

HAILEY COPELAND

PRESENTED BY

CHAD GIBBONS



STRATEGEA
BRANDING

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ABOUT STRATEGEA BRANDING

Business proposals are a key element in expanding the scope and reach of your company, no matter what industry you're in. All you need to do is elaborate on your ideas using facts and other relevant details that you can gather to back up your statements.

Most business proposals begin with a background of the brand or company. You can include your logo, a few photos, a brief explanation of your goals, and even a short anecdote about your beginnings. Make sure everything is clear to your readers or potential customers.

Afterwards, focus on your main purpose. It's best to create an outline that lists the who, what, why, where, when, and how of your business or project. From there, you can go into the details. The bulk of your proposal should include things like a list of services, logistics, and pricing. Add examples for a clearer picture, and include graphs and charts if you need to present data. It also helps to include testimonials from former clients, giving your readers a better look at your brand.

To complete your proposal, add your business' contact details so your clients know where to reach you. You can also include a call to action, while emphasizing the quality of services that you can offer. Finally, end your business proposal on a memorable, but professional note.



ORGANIZATION AND MANAGEMENT

Name

Job Title

Name

Job Title

Name

Job Title

Name

Job Title

MISSION AND VISION

Write a short description explaining what this page is about.



Mission

Choose from over a thousand professionally-made templates to fit any objective or topic. Make it your own by customizing it with text and photos.

Vision

Choose from over a thousand professionally-made templates to fit any objective or topic. Make it your own by customizing it with text and photos.

GOALS FOR THE QUARTER

Write a short description explaining what this page is about

GOAL #1



increase in online revenue by the third quarter of 2025

Project proposals are outlines that describe the steps being taken to complete a project. It can be used in practically any industry, as long as it contains all the important details.

This includes the research behind the project, the basic idea and its relationship to the brand, and what needs to be implemented to achieve the project.

GOAL #2



growth in profit in by the half-year period

A good way to start your project proposal is by summarizing your idea. List the reasons behind it, the people involved, your own involvement, and how much the overall project will cost. Add your objectives and pay particular attention to the problems you're trying to solve with your idea.

Next, figure out how you're going to accomplish your goals. Write down the steps you're planning to take, the people you'll be working with, and the estimated time of completion.

GOAL #3



decline in operational expenses by the third quarter of 2025

PROPOSED TIMELINE

Marketing proposals are an essential tool to establish relationships with potential clients. You need to make a great first impression with your presentation and get them interested.

Where do you begin? Before you start with your proposal, tell the client about your work. Why should they rely on you for their marketing needs? Show them your accomplishments, goals, target market, methods, and potential campaigns.

Remember to also use visuals and media in your presentations. You don't necessarily have to include video or audio but maybe create mockups of campaigns. Or, you can also use vector illustrations to highlight important points.

Lastly, keep your presentation easy to read and pleasant to look at. Don't overload a slide with too many words, and choose a color palette that won't distract the audience.



PROPOSED BUDGET

For fiscal 2026 projects

Project and Initiative	Value	Percentage
Outsource third-party advertising team	\$456,000	44%
Research and development	\$456,000	44%
Staff expansion and onboarding	\$123,000	12%
TOTAL	\$1,035,000	100%

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Next, figure out how you're going to accomplish your goals. Write down the steps you're planning to take, the people you'll be working with, and the estimated time of completion.

It's also important to include a visual component in your proposal. This can be done with charts and photos, as long as they relate to your idea and make the proposal easier to understand. You can also feature your budget and other computations. When you've completed your proposal, make sure to summarize all your main points in the conclusion.

FINANCIAL PROJECTIONS

US\$ B	FY'26	FY'25	YOY change
Revenue	789.00	456.00	73%
Expenses	246.00	300.00	-18%
Profit	543.00	156.00	248%
Dividend per share	\$20/share	\$10/share	100%

FINANCIAL TARGETS

\$1,500,000	CLIENTS
\$1,000,000	SUBSCRIPTIONS
\$500,000	DIGITAL PARTNERSHIPS

FUTURE PLANS FOR GROWTH

\$200,000	NEW APP DEVELOPMENT
\$200,000	OPTIMIZATION OF CURRENT PRODUCTS

ADDITIONAL SOURCES OF REVENUE

1 Customized app development

2 Tiered subscriptions



Examples of future online content

See what people on social media platforms are interested in.

FOR INQUIRIES, CONTACT US.

www.reallygreatsite.com

hello@reallygreatsite.com

123-456-7890



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