

# Digital Marketing Proposal

By



Next Level Digital Marketing

For

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## **Paid Ads Campaign**

We have been asked to provide a proposal to run an ads campaign for \_\_\_\_\_ . Our campaigns are intended to drive relevant traffic and ultimately convert that traffic into leads.

### **Performance Estimate**

We have been provided your initial budget of \$\_\_\_\_\_ per month. Below we outline the expected performance based on your monthly budget, industry average CPCs and average lead generation conversion rate. These forecasts are our best estimate using data provided by you, Google, and other third party tools.

Mode of Delivery: Phone Call or Form Fill

### **Conversion tracking**

Measuring the number of form leads, and calls received (conversions) is a key metric. We'll ensure conversion tracking is installed and properly configured on the lander and your company receives notifications of all leads generated.

### **Timing**

The account creation and optimization plan can be implemented within 10 working days from receipt of signed contract, payment and tracking pixel implementation.

### **Fees**

Monthly Management Fee: \_\_\_\_\_

For the paid ads services provided pursuant to this agreement, our management fee has been factored into the fees mentioned about and will cover \_\_\_\_\_ new leads in the form of telephone calls and form leads.

If the client requires phone leads to be converted into form leads, there will be an additional charge of \$5 per phone lead. A monthly retainer of \$500 will be held as a deposit and replenished as needed.

Campaign and lander setup fee will be waived as the client is committing to a 1-month minimum trial.

Our terms and conditions in relation to services provided and payment of fees are shown at the end of this document.

## Next Steps

**We need the following information to get started:**

- Which email and phone number should the leads go to?
  - Email: \_\_\_\_\_ Phone: \_\_\_\_\_
  
- Credit Card Information
  - Name on the card: \_\_\_\_\_
  - 15 or 16 digit number: \_\_\_\_\_
  - Expiration date: \_\_\_\_\_
  - 3 or 4 security code: \_\_\_\_\_
  - Billing address: \_\_\_\_\_
  
- Contact information of any support staff to facilitate this process
  - Name: \_\_\_\_\_
  - Phone: \_\_\_\_\_
  - Email: \_\_\_\_\_

We look forward to working with \_\_\_\_\_ to implement a new source of highly relevant, and qualified \_\_\_\_\_ generation services. We look forward to establishing a long term professional relationship with your company.

Thanks,

Cayla Graves

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## Terms and conditions

1. Agreement date      The agreement date is the date on which funds are received or email confirmation of this agreement is received by us.
2. Term      The minimum term of this agreement is [1] month. Thereafter it will continue automatically for periods of [1] month each month until notice of cancellation is received in accordance with clause 3 below.
3. Cancellation (client request)      Notice of cancellation is required by email. Cancellation will have effect from the end of the current service month.
4. Cancellation (service provider request)      We reserve the right to cease providing service in the event that fees are not paid within [5] days of the due date.  
  
We may also cancel for other reasons from the end of the current service period, however we are obliged to provide service up until the end of the period.
5. Payment      Setup fees and other additional charges (such as but not limited to landing page design) are waved in this case.
6. Refunds      Except in the case of account mismanagement we do not offer refunds.

*\* By signing below you agree to these terms and authorize charges on your credit card.*

<b>Your First &amp; Last Name:</b>	
<b>Company Name:</b>	
<b>Email:</b>	
<b>Phone:</b>	
<b>Address:</b>	
<b>Signature:</b>	