



Value-Based Marketing Proposal
to Manage **Scope Creep** and
Maximize **Billable Revenue**

To: Jane Smith at {Insert Company Name}

From: {Your Name} at {Your Marketing Agency}

Re: Marketing Partnership with {Insert Company Name}

Dear Ms. Smith,

It is with great enthusiasm that we draft this proposal that provides a pathway to accomplish {Company's Name} most important marketing objective.

During our discovery meeting on Thursday, September 28th, and based on the information we learned in our subsequent follow up call on Monday, October 13th ... we have a clear understanding that your most important marketing objective is to **increase your online revenue from \$1 million to \$4 million by December 31st, 2022.**

Per our follow up call, our marketing agency will be focused on accomplishing your objective.

Our team will keep score of the lead measures (key performance indicators) and report them to you each week on a KPI scoreboard. This reporting process empowers us to predict business outcomes and marketing results based on our marketing activities and incoming data.

The value {Company} will derive from successful execution of our marketing strategy to achieve your objective will be a 300% growth in online revenue, lower customer acquisition costs, increased brand equity & recall, lower advertising cost, and improved metrics & digital assets.

The following pages of this proposal contain a summary of our approach, methodology, scope of work, joint responsibilities, and terms & conditions.

Sincerely,



Anthony Ragland

Table of Contents

1. Situational Appraisal	Page 3
(The situational appraisal is a two or three paragraph summary of the client's business. It also reiterates the problem the client needs to solve. Define the client's problem with as much brevity and impact as possible.)	
2. Marketing Objective	Page 3
(The marketing objective section moves from the general to the specific. This proposal focuses on the most important marketing objective the client's business needs to accomplish when partnering with your agency.)	
3. Measures of Success	Page 4
(The measures of success are the lead measures (key performance indicators) that will be tracked to show progress. These KPIs provide a predictive measure and direction towards accomplishing the objective.)	
4. Expression of Value	Page 4
(The expression of value are brief statements of improvement, enhancement and results that the client's business will receive from a successful engagement with your agency at the completion of the project.)	
5. Methodology & Options	Page 5
(The methodology section paints a clear picture of your agency's approach and process to accomplish the client's objective. The section gives the client three partnership options to accomplish the objective.)	
6. Project Timeline	Page 5
(This section shows the start date and end date of all three partnership options. It also diagrams the execution framework that your agency will use for monthly marketing work flow and production sprints.)	
7. Joint Responsibilities	Page 6
(This section contains the joint responsibilities of the client and your agency to ensure project success.)	
8. Terms & Conditions	Page 7
(This T&C section contains specified fees, expenses, and other important conditions of the project.)	
9. Acceptance	Page 8
(This acceptance is the client's sign-off indicating approval to begin work.)	