

ADVERTISING  
AGENCY RFP  
TEMPLATE – EXAMPLE

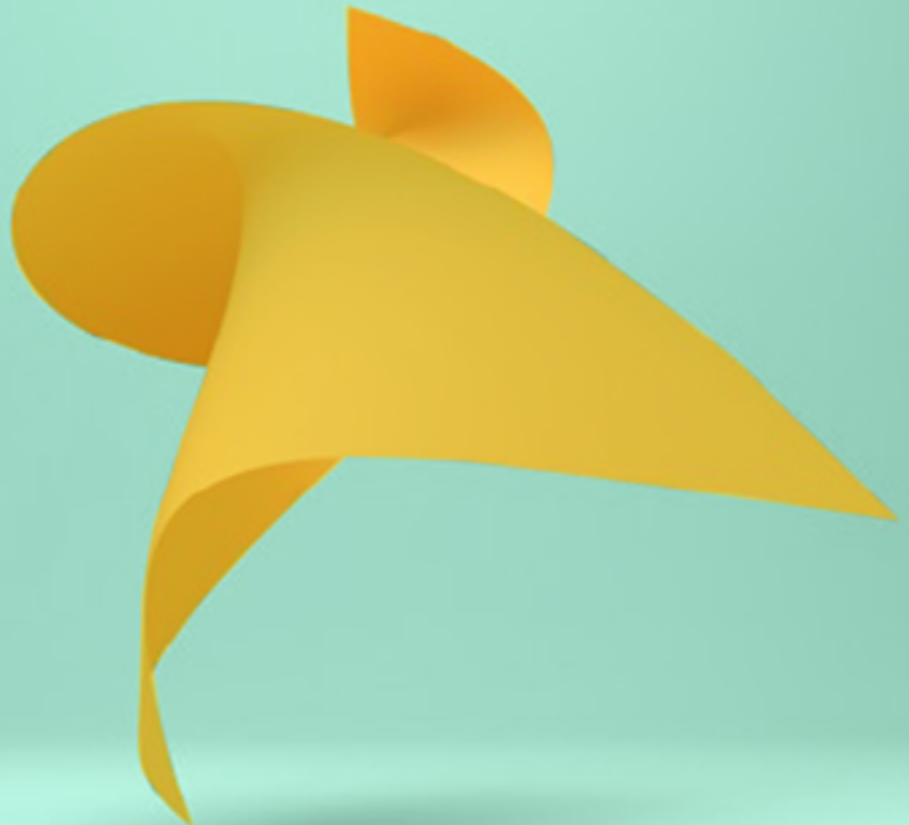
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# ADVERTISING PROPOSAL

SUBMITTED TO  
CLIENT NAME

SUBMITTED BY  
SENDER NAME

DATE SUBMITTED  
00/00/0000



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# ADVERTISING PROPOSAL

## 1. INTRODUCTION

Advertising allows your company to inform consumers how your product or service benefits. It also builds brand awareness and consumer trust. Consumers remember the most effective and creative advertisements.

Our agency crafts specialized and creative advertising to build consumer awareness, promote your product or service and boost brand awareness.

## 2. ABOUT US

As an innovative ad agency with twenty years of experience, we have helped our clients drive demand and build awareness at a competitive rate. Our clients harness the advertising potential of search engine optimization and social media.

## 3. SITUATION ANALYSIS

Your company is growing in a competitive industry. New customer acquisition and retention is your company's primary concern.

We propose to help you develop and retain a new consumer base through targeted advertising on multiple social media platforms.

## 4. OUR SERVICES

We specialize in social media advertising and search engine optimization based on your specifications. We will enhance your company's social media presence and improve your rankings through keyword analysis.

## 5. YOUR RESULTS

- Improved organic traffic
- Weekly target audience growth
- 10-11.45% increase in social media leads
- Improved keyword rankings



## 6. TIMELINE

| ACTIVITY                               | DEADLINE    |
|----------------------------------------|-------------|
| Research, outline, and design          | February 1  |
| Team meeting                           | February 5  |
| Advertising copy                       | February 8  |
| Advertising copy edits due             | February 10 |
| YouTube Ad Launch                      | February 17 |
| Twitter Ads Launch                     | March 3     |
| Facebook Ads Launch                    | 17-Mar      |
| YouTube, Twitter, and Facebook Ads End | 31-Mar      |
| Research, outline, and design          | February 1  |

## 7. COST INVESTMENT

| NEEDS / INVESTMENT                | COST  |
|-----------------------------------|-------|
| Research, development, and design | \$ —— |
| SEO Implementation                | \$ —— |
| Social Media Platform Analytics   | \$ —— |
| ESTIMATE TOTAL                    | \$ —— |

## 8. TERMS AND CONDITIONS

Enter specific terms and conditions applicable to your proposal.

PROPOSAL MAY BE WITHDRAWN IF NOT ACCEPTED BY DATE OF

## 9. ACCEPTANCE OF PROPOSAL

| AUTHORIZED CLIENT SIGNATURE | DATE OF ACCEPTANCE |
|-----------------------------|--------------------|
|                             |                    |

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