**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12284&utm_source=template-word&utm_medium=content&utm_campaign=Content+Marketing+Proposal-word-12284&lpa=Content+Marketing+Proposal+word+12284)**

Presented For:

**Content Marketing   
Proposal Template**

# Woman with laptop at caféIntroduction

Who We Are

Description of company

Clients

Description of company’s experience

Experiences

**Notable clients include:**

* [Client A]
* [Client B]
* [Client C]

Description of clients

# Objectives and Goals

* [Goal A]
* [Objective A]
* [Objective B]

Sample text

**1**

**Goal 1**

Sample text

**Goal 2**

**2**

Sample text

**Goal 3**

**3**

Sample text

**Goal 4**

**4**

# Target Audience

|  |  |
| --- | --- |
| Demographics | Behavior |
| Age |  |
| Gender Makeup |  |
| Location |  |
| Annual Income |  |

# Buyer Personas

**Persona 2: Savvy Sarah**

**Persona 1: Digital David**

* Age:
* Occupation:
* Goals:
* Challenges:
* Age:
* Occupation:
* Goals:
* Challenges:

# Content Strategy

A group of people with a circle

Description automatically generatedA black and white logo

Description automatically generatedA black and white cell phone

Description automatically generated

**Strategy 2**

**Content Types:**

Sample text

**Topics:**

Sample text

**Messaging:**

Sample text

**Strategy 1**

**Content Types:**

Sample text

**Topics:**

Sample text

**Messaging:**

Sample text

**Strategy 3**

**Content Types:**

Sample text

**Topics:**

Sample text

**Messaging:**

Sample text

# Content Creation Plan

**Deliverable**

**Month 5**

**Month 4**

**Month 3**

**Month 2**

**Month 1**

**Deliverable**

**Deliverable**

**Deliverable**

**Deliverable**

**Deliverable**

**Month 6**

# Distribution & Promotion Strategy

Specify how content will be distributed across channels.

**4**

**3**

**2**

**1**

**Sample Step:  
Sample text**

**Sample Step:  
Sample text**

**Sample Step:  
Sample text**

**Sample Step:  
Sample text**

**1**

# Performance Metrics

**Website Traffic**

Increase by

**XX%**

*(measured via Google Analytics)*

**Lead Generation**

Generate

**XXX**

new leads per month

**Engagement Rate**

Improve by

**XX%**

# SEO Rankings

**Category**

**Category**

**Category**

**XX%**

**XX%**

**XX%**

# Investment

|  |  |  |
| --- | --- | --- |
|  | Option 1 | Option 2 |
| Content Creation | - Sample Detail | - Sample Detail |
| Promotion | - Sample Detail | - Sample Detail |
| Management | - Sample Detail | - Sample Detail |

# Next Steps

Proposal Review

Start Date

Kickoff Meeting

The project will commence on [date].

Provide details about the planned kickoff meeting.

Please review the proposal and provide feedback or approval within seven days.

|  |
| --- |
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