[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=Email+Marketing+Proposal-word-12284&lpa=Email+Marketing+Proposal+word+12284)

Email Marketing   
Proposal Template

Prepared By:

Prepared For:

## Executive Summary

Sample text

## Challenges

**Challenges**

Sample text

## Email Marketing Strategy

|  |  |  |
| --- | --- | --- |
| **Service** | **Description** | **Deliverables** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Goals and Objectives

Sample text

**1**

**Goal 1**

Sample text

**Goal 2**

**2**

Sample text

**Goal 3**

**3**

Sample text

**4**

**Goal 4**

*List the measurable objectives that the proposed strategy aims to achieve*.

## Implementation Plan

Campaign Overview

Sample text

Timeline

Description

Description

Description

Description

Description

Description

Description

Description

Description

Description

Description

Description

**Phase 5**

8-9 Weeks

**Phase 4**

7-8 Weeks

**Phase 3**

5-7 Weeks

**Phase 3**

5-7 Weeks

**Phase 2**

3-5 Weeks

**Phase 1**

1-3 Weeks

## Pricing Structure

|  |  |  |  |
| --- | --- | --- | --- |
| Service |  | Description | Cost |
|  |  |  | $ |
|  |  |  | $ |
|  |  |  | $ |
|  |  |  | $ |
|  |  |  | $ |
|  |  |  | $ |
|  |  |  | $ |

|  |  |
| --- | --- |
| Estimated total | $ |

**Payment Terms**

Sample text

### Colleagues huddleAbout Us

Sample text

## Recent Successes

**Client B**

**Client A**

Sample text

Sample text

Testimonial :

Sample text

## Next Steps

**Sign contract:**

**Schedule kick-off call:**

**Launch campaign:**



|  |
| --- |
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