

LinkedIn Sponsored Content Proposal

1. Overview

[Brief summary—introduce the campaign objectives and context. Placeholder for overview content.]

2. Campaign Goals

- [Objective 1]
- [Objective 2]
- [Objective 3]

3. Target Audience

- [Industry]
- [Seniority]
- [Geographic Location]
- [Company Size]

4. Content Strategy

[Description of proposed sponsored content assets and messaging.]

1. [Post 1: Headline / Message]
2. [Post 2: Headline / Message]
3. [Post 3: Headline / Message]

5. Distribution & Timeline

Phase	Activities	Timeline
[Phase 1]	[Description]	[Week 1]
[Phase 2]	[Description]	[Week 2-3]
[Phase 3]	[Description]	[Week 4]

6. Key Performance Indicators (KPIs)

- [Impressions]
- [Engagement Rate]
- [Clicks]
- [Lead Generation Metrics]

7. Budget Estimate

Item	Cost
[Sponsored Content Spend]	[Amount]

[Creative Development]	[Amount]
Total	[Total]

8. Next Steps

- [Review proposal]
- [Feedback & questions]
- [Approval to proceed]

[Your Company Name] — [Date]
[Contact Information]