

Marketing Consulting RFP Proposal

Submitted To: [Client Name]

Date: [Date]

1. Executive Summary

[Brief summary highlighting your understanding of the client's needs and an overview of the proposed consulting services.]

2. Company Overview

[Brief introduction about your company, areas of expertise, relevant experience, and core values.]

3. Project Understanding

[Describe your understanding of the client’s business goals, challenges, and desired outcomes.]

4. Scope of Services

- Market Research and Analysis
- Brand Positioning & Messaging
- Marketing Strategy Development
- Go-to-Market Plan
- Performance Measurement
- Ongoing Consulting & Support

5. Deliverables

1. Comprehensive Research Report
2. Marketing Strategy Document
3. Implementation Timeline
4. Progress & Final Reports

6. Project Timeline

Phase	Tasks	Timeline
Discovery & Assessment	Initial meetings, data gathering	[Week 1–2]
Strategy Development	Research & strategy formulation	[Week 3–5]
Implementation Planning	Action plan, KPIs, deliverables	[Week 6–7]
Reporting & Wrap-Up	Progress reports, recommendations	[Week 8]

7. Pricing

[Provide a clear pricing structure, payment terms, and any additional expenses or fees.]

Service/Phase	Fee
Strategy Development	[\$Amount]
Implementation Support	[\$Amount]
Total	[\$Total]

8. Why Choose Us

- Experienced marketing consultants
- Proven record of success in similar sectors
- Customized, data-driven solutions
- Commitment to transparency and communication

9. Terms & Conditions

[Summarize the major terms, including confidentiality, cancellation, and liability clauses.]

10. Contact Information

Consultant Name: [Your Name]
Company: [Your Company Name]
Email: [your@email.com]
Phone: [Phone Number]

Sincerely,

[Your Name]
[Title]
[Your Company Name]