

# 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]
<b>Total</b>	<b>\$[Total]</b>

## 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]