

Marketing Strategy Consulting Proposal

Prepared For: Client Company Name

Prepared By: Consultant Name / Consulting Firm

Date: [Date]

1. Executive Summary

This proposal outlines a comprehensive marketing strategy consulting engagement aimed at identifying growth opportunities and enhancing the brand presence of Client Company Name. The consulting process will include market research, strategic planning, and actionable recommendations to drive business objectives.

2. Objectives

- Analyze current marketing initiatives and identify areas for improvement
- Develop a strategic marketing plan aligned with business goals
- Enhance customer acquisition and retention strategies
- Provide actionable recommendations with measurable outcomes

3. Scope of Services

- Market analysis & competitive benchmarking
- Customer segmentation and targeting
- Brand positioning & messaging review
- Strategic marketing planning
- Digital marketing audit and recommendations
- Performance measurement framework

4. Timeline

- Week 1: Discovery and data gathering
- Weeks 2-3: Market analysis & strategic planning
- Week 4: Presentation of findings and recommendations

5. Fees & Payment Terms

- Total Project Fee: \$XX,XXX
- 50% due upon project commencement
- 50% upon completion and delivery of final report

6. Acceptance

If you wish to proceed with the proposed engagement, please sign below.

Authorized Client Signature

Date: _____