

Marketing Strategy Consulting Engagement Letter Outline

1. Introduction

[Date]

[Client Name]

[Client Company Name]

[Client Address]

Dear [Client Name],

This letter outlines the terms and objectives of the proposed marketing strategy consulting engagement between [Consultant/Consulting Firm Name] ("Consultant") and [Client Name/Company] ("Client").

2. Scope of Services

- Review and analysis of current marketing activities and strategies
- Market research and competitive analysis
- Development of a customized marketing strategy
- Recommendations for marketing channels, tactics, and messaging
- Implementation planning and timeline
- Performance metrics and tracking suggestions

3. Deliverables

- Written marketing strategy report
- Executive summary presentation
- Supporting research documents

4. Project Timeline

- Start Date: [Insert Date]
- Completion Date: [Insert Date]
- Key Milestones and Deadlines

5. Fees and Payment Terms

- Fee structure (fixed fee, hourly, or retainer)
- Payment schedule
- Reimbursement of expenses (if any)

6. Confidentiality

Outline mutual obligations to protect confidential and proprietary information shared during the engagement.

7. Roles and Responsibilities

- Client responsibilities (e.g., providing access to information, timely feedback)
- Consultant responsibilities (e.g., delivering agreed services, regular updates)

8. Termination

Terms for termination by either party; required notice; obligations upon termination.

9. Acceptance

Please indicate your acceptance of this engagement by signing below.

Client Signature

Date: _____

Consultant Signature

Date: _____

[Consultant Name or Firm]

[Contact Information]