

Formal Marketing Services Proposal Request

Subject: Request for Proposal - Integrated Marketing Campaign

Dear [Agency Name],

We are formally requesting proposals for a comprehensive marketing campaign to launch our new product line in the North American market.

Campaign Objectives:

- Increase brand awareness by 40% within 12 months
- Generate 10,000 qualified leads
- Achieve \$2M in sales revenue from campaign
- Establish thought leadership in sustainable technology sector

Scope of Work:

- Brand positioning and messaging strategy
- Multi-channel advertising campaign (digital, print, radio)
- Content marketing and SEO optimization
- Social media management and influencer partnerships
- Public relations and media outreach
- Trade show presence and event marketing
- Performance analytics and reporting

Proposal Requirements:

- Detailed strategy and creative concepts
- Media planning and budget allocation
- Timeline with key milestones
- Team composition and experience
- Success metrics and KPIs
- Case studies from similar campaigns

Total campaign budget: \$500,000 - \$750,000

Campaign duration: 18 months

Proposal submission deadline: [Date]

Agencies will present to our executive team on [Date]. Please confirm your participation by [Date].

Sincerely,

[Your Name]

[Chief Marketing Officer]

[Company Name]

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