

Private and Confidential



Marketing Proposal

To

Cover Letter

Dear _____;

Thank you for the opportunity in letting us to share with you the current trends of the market today. As personally discussed with you, we are offering this proposal for your review.

At _____, we keenly observe the markets in knowing what makes a product tick, or what makes a brand be more receptive than its competitor. We pride ourselves with our success through our literary and scientific approach.

We are a marketing firm providing top quality marketing services to businesses in various industries for the past _____ years. We understand that each market has a different niche and thus we apply different methods on how we deliver. Our technical expertise and experience in marketing have made us one of the known firms in the industry.

In considering these in mind, we hope that you would take time to this proposal and we hope to hear back from you soon.

Yours truly,

Work Background

As ABC Marketing Company, we are responsible for creating advertising campaigns, pricing strategies and targeting the demographic data of the Client's target audience.

We research the competitors for ideas about improving their product or service offerings to attract more customers! Specifying a company's target audience based on previous research will help ensure that the right people see what they want when browsing their website.

It is essential to have relevant experience or a passion for the industry. A marketing company should fully understand and like the products/services they're trying to sell and have a strong understanding of marketing and business processes.

Our Analysis of the Current State and the Objective

As a result of the examinations made in social media and advertising channels during the preliminary stage, it has been determined that you need support in terms of **creating brand perception** and **increasing visibility**.

Our aim is to prepare projects and events to create brand perception and to create systems where social media channels can be used more actively and efficiently.

Marketing Period

The marketing services mentioned in this proposal will be provided for a 1-year period. Throughout the marketing process, market and target audience research, as well as the efficiency of projects and events, will be checked and presented to you in 3 and 6 month reports.

If the continuity of the service is requested, a new offer will be submitted by our Company.

Estimated Cost and Expenses

Description	Price

Total Amount

Terms and Conditions

I. Parties

This Marketing Proposal is specially prepared for _____
(the "Client" hereinafter) by ABC Marketing Company (the "Company" hereinafter).

If the Proposal is approved, it will be accepted as an Agreement between the parties and terms and conditions set out below will be binding between the Client and the Company.

II. Term of the Agreement

The term of this Agreement is 1 (one) year from the approval of the proposal and marketing services will be provided to the Client for 1 (one) year.

If the parties are willing to continue the Agreement in the future, the Company will submit a new proposal including the current needs of the Client and a new contract will be signed.

III. Service Charge, Expenses and Payment

The total service charge to be paid to the Company under this Agreement is _____ . This amount does not include the above-mentioned "Expense Items" and the extra requests by the Customer.

Expense Items are paid through the _____ upon request on the date the expense will be incurred. If the payment for the expense item is not made on the same day, the transaction regarding the said expense item is deemed to be abandoned.

Regarding the payment of the service fee, _____ is paid as down payment on the signing date of the contract and the remaining amount will be paid in _____ equal installments.

IV. Termination of the Agreement

This Agreement is for a fixed period and terminates automatically at the end of the 1 year period.

If the Client does not pay the required service fee on time, _____ period is given with a written. If payment is not made at the end of this period, the Company may unilaterally terminate the Agreement immediately.

If the Client terminates the Agreement without any reason, the services provided shall be stopped on the date of termination and the Client shall become responsible for the remaining amount of the service charge.

Each of the Parties may terminate the contract by giving _____ days notice if the other party does not fulfill its obligations specified in the contract.

V. Rights and Obligations of The Parties

- The Parties declare and undertake that with the signing of this Agreement, an income increase is not promised to the Client. This Agreement is signed to improve the marketing strategies of the Client. The Client's profit and loss situations depend on managerial decisions and no profit loss can be claimed from the Company.
- The Client is obliged to provide accurate and complete information to the Company regarding the organizational structure, target audience and its services and products etc. In cases where incorrect information is given to the Company, the Client is responsible for any damages that may arise.
- The Company accepts and undertakes that it will protect all confidential information, including but not limited to trade secrets, employee data, customer information, marketing strategies and will not transfer them to third parties except in cases of legal obligation. If the Client suffers a loss due to the disclosure of its information, the Company is obliged to compensate for this loss.

- The Client shall share the user names and passwords of their social media accounts with the Company upon request. The Company exercises due diligence to ensure the cyber security of these accounts.
- The Company accepts and undertakes to comply with applicable laws and not to violate the rights and freedoms of third parties in all kinds of business and transactions including marketing and advertising activities, social media management, to be performed on behalf of the Client.
- The Client may make an extra request beyond the scope of the proposal. In this case, the costs will be borne by the Client. If the request requires additional labor and overtime, a service fee may also be charged to the Client.
- All of the digital or physical materials to be prepared within the scope of the marketing activity will be made on behalf of the client, and their cost is included in the service charge. The Company will not claim any rights, including intellectual property, on these materials during the term of the agreement or after the Agreement has expired.

VI. Amendment

This proposal can only be changed or modified by the Company. A new proposal will be made if the Client wishes to change the content of the document.

After the approval of the Client, the terms and conditions shall only be modified or amended by the written mutual consent.

VII. Assignment

Neither this Agreement nor any of the rights, interests or obligations hereunder shall be assigned by any of the Parties hereto without the prior written consent of the other Party. The assignment of any of the obligations arising from this Agreement by one of the Parties will not result in the internal relationship between the Parties.

VIII. Notifications

Any notifications to be sent under this Agreement shall be in written form and shall be made to the addresses of the Parties indicated in this Agreement. Address changes are immediately notified to the other party in writing.

VIII. Governing Law and Dispute Resolution

The provisions of the Proposal and this Agreement shall be construed and interpreted in accordance with the laws of the State of _____.

All kinds of disputes arising from this Agreement shall be tried to be resolved primarily through peaceful resolution methods such as conciliation and mediation.

The Company

The Client

As of the date of _____,
this proposal approved and the above
terms and conditions have become binding.



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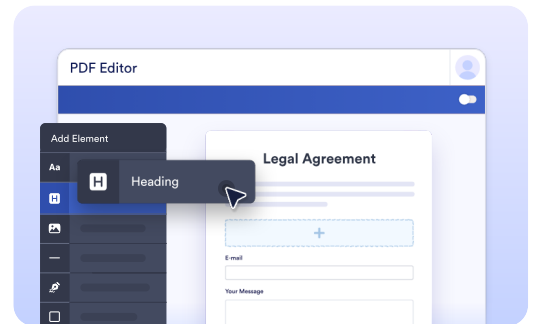
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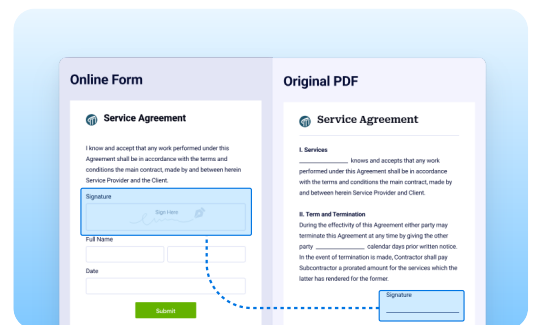
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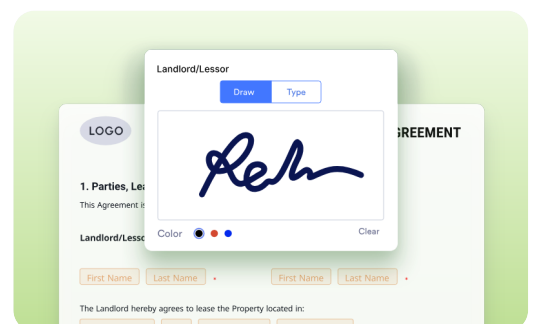
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