Aemorph

Replace Logo

*Enter the proposal title here

Submitted by: _____

Client: _____

Date: _____

Contact:

_____

_____

_____

Table of Contents

*Example:
1. Title Page - p.1
2. Table of Contents - p.2
3. Cover Letter - p.3

Instructions:
- List all proposal sections and sub-sections
- Include page numbers

*Enter the proposal title here

Cover Letter

[Note] Builds rapport and sets the tone. Personalise it for the client.

Instructions:
- Greet the client by name
- Briefly introduce your company
- State the purpose of the proposal
- Express appreciation

Example:
Dear Mr. Lee,

Thank you for the opportunity to support XYZ Pte Ltd in your digital growth journey. We've crafted this
proposal to deliver measurable results and long-term brand value.

Looking forward to working with you.

Sincerely,
Jane Lim, Managing Director, ABC Digital

Executive Summary

[Note] This is your one-page pitch. Make it impactful.

Instructions:
- Summarise the client's challenge
- Present your solution
- Highlight expected results

Example
XYZ Pte Ltd is experiencing low engagement from its digital ad campaigns. This proposal outlines a 6-month solution combining SEO, paid search, and content strategy aimed at improving lead conversion by 40%.

*Enter the proposal title here

Problem Statement

[Note] Show the client you understand their pain points.

Instructions:
- Describe the client's challenge
- Use facts or data

**Example:
Despite a steady ad budget, XYZ's campaigns lack visibility due to poor SEO structure and no conversion tracking, resulting in underperformance in lead generation.

Implementation Plan & Solution

[Note] Lay out your plan clearly and practically.

Instructions:
- Break down phases
- List tools/methods
- Provide timelines and milestones

Example:
Phase 1: SEO and analytics setup (Weeks 1–2)
Phase 2: Campaign rollout with A/B testing (Weeks 3–5)
Phase 3: Monthly optimisation + reporting (Month 2–6)

Pricing & Budget

[Note] Transparency builds trust. Be specific and clear.

Instructions:
- Include breakdowns and totals
- Indicate GST and terms

Example:
Setup Fee: $1,200
Monthly Ad Management: $1,500 x 6 months
Monthly Reporting: $600
Total: $11,400
Prices exclude GST. 50% deposit due on confirmation.

About Ust

[Note] Use this space to build credibility.

Instructions:
- Company overview and team
- Highlight key achievements

Example:
ABC Digital Pte Ltd is a full-service marketing agency in Singapore. Since 2018, we've helped 120+ SMEs grow online. Our team includes Google-certified strategists and award-winning designers.

Terms & Conditions

[Note] Sets expectations and protects both parties.

Instructions:
- Include proposal validity
- Detail legal, payment, and IP terms

Example:
Proposal valid for 30 days. 50% payment upfront, 50% upon completion. All deliverables remain confidential and follow PDPA compliance.

Call to Action / Next Steps

[Note] End strong. Guide the client on what to do next.

Instructions:
- Tell them how to proceed
- Reiterate contact info and deadline

Example:
Please confirm by signing and returning this proposal or contact us at hello@abcdigital.sg by 15 April to begin.

Appendix (Optional)

[Note] Include only what strengthens your proposal.

Instructions:
- Add relevant documents, CVs, charts, or sample work

Example:
Appendix A - Team Profiles
Appendix B - Sample SEO Audit Report
Appendix C - Case Study: Retail Client Growth 2023