**Prepared for:**

[Client First Name] [Client Last Name]

[Client Company]​

**Created by:**

[Sender First Name][Sender Last Name]

[Sender Company]

This proposal is meant to offer a basic overview of the mobile marketing services [Sender Company] provides. We offer several packages which are designed to suit various business budgets and requirements. In the “Packages” section, you will able to select the option that best suits [Client Company]. Of course, we’re happy to develop a custom solution if none of our standard packages meets your needs.

If you have any questions regarding this proposal, feel free to reach out to me directly at [Sender Email].

# Our Background

The use of smartphones and tablets for communication, entertainment, and productivity has exploded in recent years, opening the door to numerous opportunities for brands and marketers. [Sender Company] is a digital agency specializing in helping brands reach, engage, and monetize consumers via their mobile devices. We use a variety of methods to help you find your target audience when they’re using mobile devices, engage them with your unique value proposition, and convert them into paying loyal customers with mobile-friendly purchasing experiences.

# Our Toolkit

Here are just a few of the ways we leverage mobile marketing to help our clients grow:

#### Social Media

An overwhelming majority of interaction on social media takes place on mobile devices. By taking a mobile-first approach to social media, we help our clients build bigger audiences, engage in real time, and drive traffic from social media to their websites and digital storefronts.

#### Content

People consume more content than ever on their smartphones and tablets, and we specialize in creating content that is optimized for mobile experiences. This allows [Sender Company]​ to foster organic, positive brand impressions that help our clients build effective brands

#### App Store Advertising

Nowadays it's nearly impossible to conquer mature app market without paid ads. We help our clients take full advantage of this user acquisition channel. We use app store advertising to provide app owners with a quick boost of downloads and revenue.

#### Website Development

Does your website work flawlessly on every mobile device? If not, our team can work with you to fix it. We’ll help you craft a website that offers strong mobile experience without sacrificing desktop usability.

#### In-App Advertising

In-app advertising is a form of mobile marketing that allows brands to reach their target audiences inside the apps they’re using today. [Sender Company] works with clients to craft strong visual ads with effective calls-to-action while optimizing their campaign budgets for lead generation and conversion.

# Experience with us:

Check out this video to learn how companies grow relying on our mobile marketing services:

# Packages

We offer three mobile marketing packages, detailed in this section of the proposal.

|  |  |  |
| --- | --- | --- |
| Startup Package | Accelerator Package | Dominator Package |
| We designed our Startup package for new brands who want to begin leveraging mobile advertising on a limited budget. The package includes the following:  ​​   * App Store Optimization (ASO) * Facebook Ads * Apple Feature Strategy * Paid User Acquisition * Universal App Campaigns (UAC) * Apple Search Ads | Our Accelerator package is for existing companies that want to grow faster via mobile marketing. The package includes:  ​​   * Everything from Startup package * Prelaunch Consult & Soft Launch﻿ * Startup Growth & Full Launch * Globalization and Scale﻿ * Cross Device and SaaS * Market Research Marketing (Influencer, Social, Viral) | The Dominator package is our premium offering for brands who want to make a strong push for greater market share via mobile marketing. It includes:   * Everything from Accelerator package * Product Audit * Push Notifications Strategy * Deep linking and Retargeting * Funnel Visualization * Product Analytics * Attribution Analytics |

Use the table below to select the package that’s right for you, along with the number of months you’d like to agree to as part of your initial marketing agreement.

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Price | QTY | Subtotal |
| ☐ Start up Package | $999.00 | 3 | $2,997.00 |
| ☐ Accelerator Package | $1,499.00 | 6 | $8,994.00 |
| ☑ Dominator Package | $2,999.00 | 6 | $17,994.00 |
| **$17,994.00** | | | |

|  |  |
| --- | --- |
| Subtotal | **$17,994.00** |
| Discount | **$0.00** |
| Tax | **$0.00** |
| **Total** | **$17,994.00** |

# Ready to grow with mobile marketing?

Once you’ve chosen a package and indicated the number of months, you’d like to engage us for, simply sign this proposal below to notify us of your intent to move forward.

|  |  |
| --- | --- |
| [Sender Company] | [Client Company] |
| [Sender First Name] [Sender Last Name] | [Client First Name] [Client Last Name] |