

Media Budget Proposal

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Proposal for Digital Advertising Budget

Dear [Recipient's Name],

I am writing to propose a media budget for our upcoming digital advertising campaign aimed at [briefly describe the campaign goal]. After conducting a thorough analysis of our target audience and intended platforms, I have outlined a budget that will effectively utilize our resources to achieve maximum reach and engagement.

Proposed Budget Breakdown

- **Social Media Advertising:** \$[amount]
- **Search Engine Marketing:** \$[amount]
- **Display Advertising:** \$[amount]
- **Content Sponsorships:** \$[amount]
- **Email Marketing:** \$[amount]

Total Proposed Budget: \$[total amount]

This budget includes a comprehensive strategy that focuses on [briefly explain strategy, such as audience targeting, ad formats, etc.]. I believe that with this investment, we can achieve [mention expected outcomes such as increased brand awareness, lead generation, etc.].

I would be happy to discuss this proposal in further detail and answer any questions you may have. Thank you for considering this budget proposal.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]