

Advertising Budget Proposal

Date: [Insert Date]

To: [Recipient Name]

Company: [Recipient Company]

Address: [Recipient Address]

Dear [Recipient Name],

I hope this message finds you well. I am writing to present a proposal for our advertising budget for the upcoming fiscal year. Our goal is to enhance our brand visibility and capture a larger market share.

Proposed Advertising Budget

Advertising Channel	Estimated Budget	Justification
Social Media Advertising	\$10,000	To reach a younger audience and increase engagement.
Print Media	\$5,000	To target local consumers and build community presence.
Online SEO & SEM	\$15,000	To drive website traffic and improve search engine rankings.
Total	\$30,000	N/A

We believe this budget will allow us to effectively promote our products/services and achieve our marketing objectives. We are prepared to monitor and adjust our strategies based on performance metrics.

Thank you for considering this proposal. I look forward to discussing this in further detail.

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Your Contact Information]