

Media Buying Agency Proposal

Date: [Insert Date]

[Client's Name]

[Client's Address]

[City, State, Zip Code]

Dear [Client's Name],

We are excited to present our media buying proposal tailored specifically for [Client's Company Name]. Our agency, [Your Agency Name], has a proven track record of delivering optimal media strategies that help our clients achieve their marketing goals.

Executive Summary

This proposal outlines our approach to media buying for your upcoming campaign, including target audience insights, proposed media channels, and budget allocation.

Objectives

- Increase brand awareness
- Drive website traffic
- Generate leads and conversions

Proposed Strategy

Based on our research and your goals, we recommend the following media channels:

- Digital Advertising (PPC, Social Media)
- Television
- Radio

Budget Overview

The estimated budget for this campaign is [\$XX,XXX]. A detailed breakdown is included in the attached document.

Next Steps

We would love the opportunity to discuss this proposal further. Please let us know a convenient time for a meeting.

Thank you for considering [Your Agency Name]. We look forward to partnering with you to achieve your marketing objectives.

Sincerely,

[Your Name]

[Your Title]

[Your Agency Name]

[Your Phone Number]

[Your Email Address]