

The marketing proposal

Engagement: Marlbrook Bedding Co. paid acquisition retainer

Reference: [MBC-01]

Date: [date] · Version: 1.0

1. WHO THIS IS FROM, AND FOR

1.1 Prepared for: Marlbrook Bedding Co., [address]. Client contact: [name, title, email].

1.2 Prepared by: [your agency name], [address, email].

1.3 Named approver: [name, title, email]. Only this person's written yes changes anything priced in this proposal.

1.4 Everything priced here holds for 30 days from the date above.

2. WHAT MARLBROOK ASKED FOR

2.1 Marlbrook Bedding Co. sells mattresses, bases and bedding direct to consumers online and through three showrooms, with 19 staff and one marketing manager.

2.2 Media spend rose 41% last year and revenue finished level, and no report in the business separates the three channels well enough to say which one did what.

2.3 Paid search, paid social and one retail media account are each run by a different freelancer, on three different reporting cycles, none of which reconciles to the store.

2.4 You asked us to take all three channels onto one team and one report, and to run them through the fourth quarter and the spring season that follows it.

3. WHAT WE'RE PROPOSING TO DO

3.1 Strategy and measurement sprint, weeks 1 to 3, one time. We audit twelve months of spend against orders, rebuild conversion tracking across the site and the three showrooms, agree the target cost per order by channel, and deliver one written plan with a recorded walkthrough.

3.2 Monthly retainer, months 1 to 9. Each month includes: management of three named channels, which are Google Ads, Meta and [retail media account]; twelve social posts produced and scheduled; four marketing emails written, built and sent; one report covering all three channels against the targets agreed in 3.1; and one 60-minute review call with the people named in 3.3.

3.3 The named participants for the review call are [name], [name] and [name]. A call or a report prepared for anybody else is priced in 6.7.

3.4 One landing page designed, written and built each quarter, so three across the term. An unused quarter doesn't carry forward.

3.5 The fee in section 7 assumes managed media spend of up to \$40,000 a month across the three channels in 3.2. Spend above that is priced in 6.5.

4. WHAT THIS RETAINER DOESN'T INCLUDE

4.1 The media spend itself, which Marlbrook pays to the platforms on Marlbrook's own cards and accounts.

4.2 A fourth channel of any kind, including any channel a platform launches during the term. Adding one is priced in 6.1.

4.3 Selling into a market outside the United States, which changes the creative, the currency, the shipping promise and the reporting. Priced in 6.6.

4.4 Photography, video production, influencer fees, product sampling and any licensed music or stock.

4.5 Changes to the Marlbrook website beyond the landing pages in 3.4.

4.6 Software and platform licenses, which Marlbrook buys and keeps.

5. HOW THE WORK RUNS

5.1 Start date: [date]. The sprint in 3.1 is delivered three weeks later and the nine retainer months run from the first of the following month.

5.2 The sprint needs admin access to all three ad accounts, twelve months of order data and the showroom point-of-sale exports by [date]. Each working day those are late moves every date in 5.1 by a working day.

5.3 Posts and emails are sent to the approver named in 1.3 five working days before they run. Anything not answered in three working days goes live as drafted.

5.4 Product photography, prices and stock dates come from Marlbrook. A post or email held because those are missing still counts toward the month's twelve and four.

5.5 Unused posts, emails or calls don't carry into the following month.

5.6 The plan in 3.1 is accepted when the named approver says so in writing, or ten business days after delivery if nobody replies.

6. WHAT ANYTHING ELSE COSTS

6.1 A fourth channel added to the managed set: \$2,450 once to open it, covering account structure, tracking and the first creative set, then \$1,350 a month for every remaining month of the term.

6.2 A social post beyond the twelve in a month: \$185.

6.3 A marketing email beyond the four in a month: \$420.

6.4 A landing page beyond the one a quarter in 3.4: \$3,150.

6.5 Managed media spend above the \$40,000 a month named in 3.5: 8% of the amount above it, billed with the following month's fee.

6.6 A second market or language: \$4,150 once to open it, then \$960 a month for every remaining month of the term.

6.7 A report or a call prepared for an audience other than the people named in 3.3, such as the board or an investor: \$680 each.

6.8 Anything not named above: \$165 per hour, quoted in writing and agreed before it starts.

7. WHAT IT COSTS

7.1 Strategy and measurement sprint: \$7,650.

7.2 Monthly retainer, nine months at \$5,450 a month: \$49,050.

7.3 Total: \$56,700.

8. WHEN IT GETS PAID

- 8.1 \$7,650 on acceptance of this proposal.
- 8.2 \$5,450 on the first day of each retainer month, nine times.
- 8.3 Anything charged under section 6 is invoiced with the following month's fee.
- 8.4 Invoices are payable within 14 days of issue.

9. HOW A CHANGE GETS AGREED

- 9.1 Anything in section 3 that Marlbrook changes after accepting this proposal is requested before it's done, at the rates in section 6 where one of them applies.
- 9.2 A request arrives as one written line, comes back with a price and the month it starts, and begins when the approver named in 1.3 replies yes.
- 9.3 A rate in section 6 that runs monthly is added from the month it starts and runs to the end of the term in 7.2, unless the written yes says otherwise.
- 9.4 Work paused by Marlbrook for more than twenty business days is requested at the rates in force when it restarts.

10. WHAT HAPPENS AT THE END

- 10.1 The retainer finishes after the ninth month unless both sides agree in writing to continue it, either at the rates in section 6 or under a fresh proposal.
- 10.2 The ad accounts, the tracking, the creative and every report are Marlbrook's and stay in Marlbrook's own logins throughout.
- 10.3 Either side may end the retainer on 30 days' written notice, and the month in which notice falls is payable in full.

11. ACCEPTANCE

- 11.1 This proposal sets out the work and the price. It becomes binding when both signatures below are dated, or when a separate agreement names it by reference and version.
 - 11.2 Signing it accepts sections 3 through 10 as written.
- For Marlbrook Bedding Co.: _____ Date: _____
- For [your agency]: _____ Date: _____