



# PROPOSAL KIT SAMPLE

## Website Advertising Offer Sample Proposal

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Cover Letter, Title Page, Market and Audience, Advantages, Options, Back Page

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Read this article for more help - [How to Write an Advertising or Marketing Business Proposal](#)

Beatrice Heureuse  
Director of Marketing  
Ringing Purse, Inc.  
9712 Fremont  
Detroit, MI 48205

Ms. Heureuse,

As the marketing director of a company that makes designer cell phone holders, you're already aware of the burgeoning market for mobile devices.

But you may not be aware of how many of your potential customers visit our website—[MoblDev Reviews \(www.MoblDevReviews.com\)](http://www.MoblDevReviews.com)—to check out our comparisons of cell phones and other mobile devices, as well as accessories and downloadable applications. We receive over 7 million hits per day, and we already have many satisfied advertising clients.

We'd like to offer you this opportunity to advertise on our website, too. It's easy, it's economical, and it's efficient.

But space is limited, our ad calendar is filling up fast, and prices in this packet are good only until April 15, so please review the enclosed materials and then call ASAP to schedule your ad.

Sincerely,

Dale Hathaway  
Senior Sales Executive  
MoblDev Reviews  
555-555-5555  
[dale@MoblDevReviews.com](mailto:dale@MoblDevReviews.com)  
[www.MoblDevReviews.com](http://www.MoblDevReviews.com)



# PROPOSAL

## Advertise on the [MoblDevReviews.com](http://MoblDevReviews.com) Website

Prepared for:           Beatrice Heureuse  
                                  Director of Marketing

Prepared by:           Dale Hathaway  
                                  Senior Sales Executive





# MARKET AND AUDIENCE

Visitors to [www.MobDevReviews.com](http://www.MobDevReviews.com) result in over 7 million hits per day! According to mini-surveys taken by visitors to the site, our audience is composed of the following:

## **The target market niche:**

Visitors identify themselves as 34% students, 29% business professionals, 24% stay-at-home parents, and 13% retired.

## **The size of the target market:**

Our website receives over 7 million hits per day. In a six-month period, we collected over 25 million mini-surveys regarding usage. Of those surveyed, 18 million said they had purchased a product reviewed or advertised on our website.

## **Target market demographics:**

53% are male; 47% female.  
20% are under age 25; 33% are age 25-35; 22% are 35-55; and 25% are over age 55.  
Of the visitors responding to the survey, 83% already own at least one mobile device, usually a cell phone.

## **Why they are the target market:**

Visitors to our website are looking for mobile devices, accessories, and applications that can be downloaded. They are looking for your products!

## **What will cause the target market to respond to your ad:**

Our visitors purchase thousands of products from our website every day. They'll respond to your ad, too.

## **How your ad will benefit the target market:**

Advertising on our website will save your customers the hassle of searching for your product name. Global search engines often redirect viewers to competitors' sites.





# ADVANTAGES

Why advertise on our website? When compared to advertising by mail, advertising with us is less expensive and more effective.

## Advertising on [www.MobIDevReviews.com](http://www.MobIDevReviews.com):

- ❖ Our viewers are looking for mobile devices, accessories, and apps – Visitors come to our website because they are shopping for a new phone or mobile device, or because they are looking for accessories and applications for the devices they already own.

We receive over 7 million 'hits' per day.

- ❖ Cost of placing an ad is minimal- Your minimum daily cost to place an ad is amazingly reasonable.

The cost increases only in proportion to the clicks on your ad, and includes a daily maximum charge, guaranteeing you maximum return for your investment.

- ❖ Ease of creation and placement – We accept a variety of file types and sizes, and uploading your ad file couldn't be easier.

Everything can be done from your computer, and we can tell you within minutes when your ad will appear.

## Advertising via bulk mail:

- ❖ You don't know who opens the mail – There's no guarantee that a customer who is interested in your product will ever see your ad.

Grandma might toss the ad into the recycle bin, when you really wanted to reach her grandson.

- ❖ Cost is fixed, not tied to results – You always pay the same amount for a bulk mail ad campaign, even if it's a total failure.

Many customers never open mail that appears to be an advertisement.

- ❖ Time-consuming creation and scheduling – With bulk mail, you have to deal with a printer and the post office. This can cost you a lot in time and money.

Labor is usually the most expensive component of any job, and with bulk mail, you're paying for lots of time.



The rest of this sample is included in the retail Proposal Packs and Proposal Kit Professional bundle. Purchase any Proposal Pack in the design theme of your choice and you will have everything you need.

### **How do I customize or create my own version of this sample?**

Using the included Proposal Pack Wizard is the best way to make customized versions of the samples. Using the Wizard and any Proposal Pack you can recreate any of the samples in the visual design theme you purchased as well as branding it with your own logo and design.

- 1) After purchasing, downloading, and installing your Proposal Pack and Wizard software add a new project in the Wizard.
- 2) Click the Pick Documents button then click the View Samples tab.
- 3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.
- 4) Customize the chapter list as needed to suit your situation. You can add additional chapters from the library of 2000+ topics, reorder chapters, remove chapters.
- 5) When you save your project, the Wizard will build you a custom version of this sample in the visual design theme Proposal Pack you purchased applying all your customizations (logos, font types, color schemes, contact information, etc.).
- 6) Open and edit the Word document to complete your work.

This sample is included in the [Proposal Kit Professional](#) and [Proposal Pack](#) products.

This sample has been truncated to only show the first few pages. The complete version of this sample including an editable Word version is included with all Proposal Kit Professional and Proposal Pack products found at:

[ProposalKit.com/htm/proposal-software-products.htm](http://ProposalKit.com/htm/proposal-software-products.htm)

