

# Marketing Agency Quote Template

QUOTE REFERENCE: [QUOTE-001]

DATE ISSUED: [DD/MM/YYYY]

VALID UNTIL: [DD/MM/YYYY]

## YOUR AGENCY DETAILS

**Agency Name:** [YOUR AGENCY NAME]

Address: [ADDRESS LINE 1]

[ADDRESS LINE 2]

[CITY, POSTCODE]

Phone: [YOUR PHONE NUMBER]

Email: [YOUR EMAIL ADDRESS]

Website: [YOUR WEBSITE]

VAT Number: [YOUR VAT NUMBER (if applicable)]

## CLIENT DETAILS

**Client Name:** [CLIENT COMPANY NAME]

Contact Name: [CONTACT PERSON NAME]

Address: [CLIENT ADDRESS LINE 1]

[CLIENT ADDRESS LINE 2]

[CITY, POSTCODE]

Email: [CLIENT EMAIL ADDRESS]

Phone: [CLIENT PHONE NUMBER]

## CAMPAIGN / PROJECT SUMMARY

## Project Title: [CAMPAIGN OR PROJECT NAME]

Objective:

[Describe the marketing goal — e.g. brand awareness, lead generation, product launch, social growth. Include target audience and key KPIs where known.]

Channels / Platforms:

- [e.g. Paid Social (Meta, LinkedIn)]
- [e.g. Email Marketing]
- [e.g. SEO / Content]
- [e.g. Paid Search (Google Ads)]

Campaign Period: [START DATE] to [END DATE]

## DELIVERABLES & PRICING

### [ ] OPTION A: PROJECT FEE (one-off)

Item	Deliverable	Qty	Unit Price	Amount
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1	<b>[e.g. Brand Strategy Workshop]</b>	<b>[1]</b>	<b>[£XXX]</b>	<b>[£XXX]</b>
2	[e.g. Creative Concept & Copywriting][1]	[1]	[£XXX]	[£XXX]
3	[e.g. Social Media Ads (X creatives)][X]	[X]	[£XX ea]	[£XXX]
4	[e.g. Landing Page Design & Build]	[1]	[£XXX]	[£XXX]
5	[e.g. Email Sequence (X emails)]	[X]	[£XX ea]	[£XXX]
6	[e.g. Campaign Reporting & Analysis]	[1]	[£XXX]	[£XXX]
7	[e.g. Photography / Video Production][1]	[1]	[£XXX]	[£XXX]

### [ ] OPTION B: MONTHLY RETAINER

Retainer Description: [Summary of ongoing monthly services]

Monthly Fee: £[MONTHLY AMOUNT] per month

Minimum Term: [X] months

Notice Period: [30 / 60] days written notice

Retainer includes:

- [e.g. Up to X hours of strategy & account management]
- [e.g. X social media posts per month]

- [e.g. Monthly performance report]

- [e.g. X ad campaigns managed]

Note: Select one option above by ticking the appropriate box.

Media/ad spend budget is NOT included and will be invoiced separately or managed via client-owned ad accounts.

## COST SUMMARY

**Subtotal (ex. VAT):** **£[SUBTOTAL]**

VAT @ 20%: £[VAT AMOUNT]

**TOTAL (inc. VAT):** **£[TOTAL]**

(Retainer total over [X] months: £[TOTAL])

## PAYMENT TERMS

### Project fee payment schedule:

- [50]% deposit due upon acceptance: £[AMOUNT]

- [50]% due on delivery / campaign launch: £[AMOUNT]

Retainer billing:

- Invoiced monthly in advance on the [1st] of each month.

Payment method: [Bank transfer / Direct Debit / Card]

Bank details: [SORT CODE: XX-XX-XX | ACCOUNT: XXXXXXXXX]

Payment due: [Net 14] days from invoice date

## ADDITIONAL NOTES

**- This quote is valid for [30] days from the date of issue.**

- Third-party costs (stock imagery, software licences, ad spend, print) are not included unless stated and will be passed through at cost or quoted separately.

- Client feedback rounds: [2] rounds of revisions are included per deliverable. Additional rounds will be charged at [£XX/hour].

- Client to provide brand assets, tone of voice guidelines, and login access within [X] business days of project start.

- All creative work remains property of [YOUR AGENCY NAME] until final payment is received.

## **ACCEPTANCE**

**To accept this quote, please sign below or reply in writing to confirm.**

Signed (Client): \_\_\_\_\_ Date: \_\_\_\_\_

Name (print): \_\_\_\_\_

Position: \_\_\_\_\_

Thank you for your business — [YOUR AGENCY NAME]

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