

Digital Marketing Quotation Template

FROM

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TO

Sample Client

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Project Summary

What are the client's problems?

If you want your quotation to be the winning one, make sure you spend ample time understanding what your client is facing. In this section, clearly explain your best understanding of the client's problem. Spend extra time on formulating this part, as it may very well decide if the rest of the quote will be read or not.

How are you going to solve the problems?

If your quotation properly answers this question, then you're on the right track to writing a winning quote. Get into the finer details of how you're going to solve the problem, explain in detail while making sure to keep projections accurate and realistic. This is also a great section to highlight any knowledge that can set you apart from the competition.

Deliverables

What is the output of your work?

Take time to think about what you're going to write in this section of the quotation. Ideally, present 2-3 concise line items that will make what you're going to provide at the end of the project easy to understand and quantify by the ideal.

1 of 2

Service Information

What services do you provide and how much does the client have to pay?

Your pricing and services scheme is an essential part of any quotation, and it's probably one of the deciding factors that the client will spend time evaluating. Be flexible and try to adjust your pricing based on the client, making it as simple or as complex as the project demands it. Some options to choose from are itemized fee summaries, periodic milestones, or hourly rate.

Estimated Costs

ITEM NAME	UNITS	RATE (USD)	TOTAL
Service Type 1	28.0	\$60.00	\$1,680.00
Service Type 2	6.0	\$35.00	\$210.00
Service Type 3	7.0	\$40.00	\$280.00
		Total	\$2,170.00

About Us

Who are you and what are your skills?

This section is all about you, your business, past accomplishments, and any other information relevant to the project you're sending the quotation for. Go ahead and brag about your skills, this is the perfect opportunity to do so.