

Digital Marketing Scope of Work Template

FROM

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TO

Sample Client

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Problem Statement

What are the client's problems?

If you want your scope of work 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 scope of work will be read or not.

Tasks and Timeline

How long will it take to finalize the project tasks?

Be as clear as possible and break the project into as many milestones as it makes sense. The big question to answer here concisely is how long will it take to complete the entire project, and how long it will take to complete each individual milestone. Be sure to set out realistic expectations for both parties, even though you might feel tempted to underestimate the timeframe - it's not a good idea.

1 of 2

Goals, Objectives, and Deliverables

What are the goals and objectives?

If your scope of work properly answers this question, then you're on the right track to writing a winning scope of work. Get into the finer details mentioning clear goals and objectives, then explain in detail how you're going to achieve them, while making sure to keep projections accurate and realistic.

What will be 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.

Pricing

How much does the client have to pay?

Your pricing scheme is an essential part of any scope of work, 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
Milestone 1	36.0	\$40.00	\$1,440.00
Milestone 2	12.0	\$30.00	\$360.00
Milestone 3	9.0	\$50.00	\$450.00
		Total	\$2,250.00

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 scope of work for. Go ahead and brag about your skills, this is the perfect opportunity to do so.

2 of 2