

# Morgan Chase

Freelance Proposal

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## PROJECT DETAILS

**PROJECT** Full SaaS marketing audit for Luminary Analytics — content strategy, paid channel performance review, funnel analysis, SEO gap report, and 90-day action plan.

**RATE** \$3,000 flat

**TIMELINE** 2 weeks

**DATE** May 14, 2026

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**\*\*Subject: Proposal: SaaS Marketing Audit & 90-Day Growth Roadmap\*\***

Hi [Client Name],

I've been following Luminary Analytics' growth, and it's clear you're at a pivotal stage where optimizing your existing marketing engine is the fastest way to scale. To reach your next acquisition milestone, you need more than just data—you need a clear, actionable diagnostic of where your budget is leaking and where your biggest opportunities for growth are hiding.

### **\*\*Understanding the Project\*\***

Luminary Analytics needs a comprehensive marketing audit that moves beyond surface-level metrics. You require a deep dive into your current ecosystem to identify friction in your funnel, inefficiencies in paid spend, and untapped SEO potential. The goal is to exit this two-week engagement with a high-impact roadmap that your team can execute immediately.

### **\*\*Proposed Approach\*\***

My audit process is broken into four critical pillars:

- \*\*Paid Channel Performance Review:\*\*** I will analyze your historical ad spend across all platforms to identify high-CPA waste and uncover the campaigns with the highest lifetime value (LTV) potential.
- \*\*SEO & Content Gap Analysis:\*\*** I'll map your current content against the buyer's journey, identifying the "missing middle" and high-intent keywords your competitors are currently winning.
- \*\*Full-Funnel Friction Audit:\*\*** I'll trace the user path from first touch to sign-up, pinpointing exactly where prospects are dropping off in your conversion funnel.
- \*\*Strategic Synthesis:\*\*** I'll tie these findings together into a 90-day action plan prioritized by "ease of implementation" vs. "impact on revenue."

### **\*\*Timeline & Deliverables\*\***

This project will be completed in exactly **\*\*14 days\*\***.

- \* **\*\*Week 1:\*\*** Data extraction, channel deep-dives, and stakeholder interviews.
- \* **\*\*Week 2:\*\*** Synthesis of findings and strategy development.
- \* **\*\*Deliverables:\*\***

- \* Comprehensive Audit Document (PDF/Slide Deck).
- \* SEO Keyword & Content Gap Spreadsheet.
- \* Paid Media Efficiency Report.
- \* Prioritized 90-Day Action Plan (Task-by-task roadmap).

**\*\*Investment\*\***

The total investment for this comprehensive audit and strategy is a **\*\*flat fee of \$3,000\*\***. This covers all research, analysis, and the final strategy presentation.

**\*\*Next Steps\*\***

I am ready to start as early as [Date]. If this aligns with your goals for this quarter, let me know, and I'll send over the agreement and initial discovery questionnaire so we can hit the ground running.

Looking forward to helping Luminary Analytics scale.

Best,

Morgan Chase

[Website/LinkedIn Profile]