

[Your Name]  
[Your Position]  
[Your Company]  
[Your Company Address]  
[City, State, Zip Code]  
[Email Address]  
[Phone Number]  
[Date]

[Recipient's Name]  
[Recipient's Position]  
[Recipient's Company]  
[Recipient's Company Address]  
[City, State, Zip Code]

Dear [Recipient's Name],

Subject: Request for Approval of Marketing Strategy

I hope this message finds you well. I am writing to seek your approval for a new marketing strategy that our team has developed to enhance brand awareness and drive sales growth for [Product/Service Name].

**\*\*Overview of Strategy:\*\***

[Briefly outline the key components of the marketing strategy, including target audience, channels to be used, and any proposed campaigns or initiatives.]

**\*\*Expected Outcomes:\*\***

[Detail the anticipated results, including measurable objectives such as increased engagement, leads generated, and sales growth.]

**\*\*Budget Considerations:\*\***

[Provide a summary of the budget required to implement the strategy and any expected return on investment.]

I believe that this strategy aligns well with our company's goals and will position us strongly in the market. I am happy to discuss this in further detail and answer any questions you may have.

Thank you for considering this proposal. I look forward to your approval so that we can move forward with implementation.

Best regards,

[Your Name]  
[Your Position]  
[Your Company]