**Digital Marketing Campaign
Request Template**

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| REQUESTOR'S NAME & DEPARTMENT |  |
| CONTACT INFORMATION |  |

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| CAMPAIGN TITLE |  |
| CAMPAIGN OBJECTIVES |  |
| TARGET AUDIENCE |  |
| KEY DIGITAL MESSAGES |  |
| CAMPAIGN DURATION |  |
| BUDGET |  |
| DIGITAL CHANNELS |  |
| CONTENT FORMAT |  |
| CREATIVE DIGITAL ASSETS |  |
| PERFORMANCE METRICS/KPIS |  |
| APPROVAL PROCESS |  |
| ADDITIONAL DIGITAL REQUIREMENTS |  |

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