**Email Marketing
Request Form**

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

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| EMAIL CAMPAIGN TITLE |  |
| CAMPAIGN OBJECTIVES |  |
| TARGET AUDIENCE |  |
| EMAIL CONTENT OVERVIEW |  |
| CALL TO ACTION |  |
| EMAIL FORMAT |  |
| CONTENT REQUIREMENTS |  |
| CREATIVE ASSETS NEEDED |  |
| SENDING DATE AND TIME |  |
| PREFERRED EMAIL PLATFORM |  |
| SUBJECT LINE SUGGESTIONS |  |
| PREHEADER TEXT |  |
| APPROVAL PROCESS |  |
| ADDITIONAL NOTES |  |

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