**Example Marketing Project**

**Request Template**

Fill out this form to ensure that your marketing project is well-planned, aligns with marketing objectives, and is set up for successful execution and evaluation.

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| **PROJECT TITLE** | Eco-Friendly Summer Drive Campaign |
| **REQUESTOR INFORMATION** | Everett Crosse, Marketing Coordinator, ecrosse@positivecharge.com, 555-234-0102 |
| **PROJECT DESCRIPTION** | Launch a summer campaign promoting eco-friendly driving and the benefits of using Positive Charge EV stations. |
| **BACKGROUND / JUSTIFICATION** | As interest in sustainability rises, this campaign aligns with market trends and our company commitment to green energy. |
| **TARGET AUDIENCE** | Our audience is eco-conscious drivers aged 25-45, particularly those considering switching to electric vehicles. |
| **COMPETITIVE ANALYSIS** | No direct competitors offer similar sustainability incentives, giving us the opportunity to position Positive Charge as a leader in eco-friendly driving. |
| **MARKETING GOALS** | Increase EV station use by 20%, boost app downloads by 30%, and grow social media engagement by 40%. |
| **KEY MESSAGES** | "Drive Green, Live Clean""Sustainability at Every Stop." |
| **STRATEGIES AND TACTICS** | Utilize social media ads, email marketing campaigns, and partnerships with eco-friendly brands. |
| **MARKETING CHANNELS** | Leverage Facebook, Instagram, email newsletters, and local eco-friendly event sponsorships. |
| **TIMELINE** | The campaign will run from June 1st to August 31st. |
| **BUDGET BREAKDOWN** | $15,000 total budget includes $5,000 for social media, $3,000 for email marketing, and $7,000 for partnerships and events. |
| **RESOURCE ALLOCATION** | Allocate a marketing team of five, including a graphic designer and social media specialist. |
| **RISK ASSESSMENT** | Engagement can be low during vacation months. Plan to counter low engagement with compelling content and interactive social media posts. |
| **APPROVAL PROCESS** | Materials will need initial approval from the Marketing Director before a final review by our CEO. |
| **MEASUREMENT AND EVALUATION** | Track engagement rates, station usage statistics, app download data, and campaign ROI. |
| **ADDITIONAL DOCUMENTS / ATTACHMENTS** | Reference our brand guidelines document and the previous campaign analytics report. |
| **COMMENTS / NOTES** | Focus on highlighting customer testimonials and the real-world benefits of EV charging with Positive Charge. |

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