**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12047&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Marketing+Project+Request+True+Form-word-12047&lpa=Blank+Marketing+Project+Request+True+Form+word+12047)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** | Enter a descriptive title for your project. |
| **REQUESTOR INFORMATION** | Provide your name, department, and contact info for follow-ups. |
| **PROJECT DESCRIPTION** | Detail what the project is about, including its purpose and expected impact. |
| **BACKGROUND / JUSTIFICATION** | Explain why this project is necessary and its strategic value. |
| **TARGET AUDIENCE** | Describe your audience, noting demographics, behaviors, and preferences. |
| **COMPETITIVE ANALYSIS** | Offer insights on competitors that might influence this project. |
| **MARKETING GOALS** | List measurable goals the project aims to achieve. |
| **KEY MESSAGES** | Define the main points you want to communicate. |
| **STRATEGIES AND TACTICS** | Outline how you plan to execute the project, including specific tactics. |
| **MARKETING CHANNELS** | Specify which channels (e.g., social media, email, print) you'll use. |
| **TIMELINE** | Provide a project timeline that highlights key milestones. |
| **BUDGET BREAKDOWN** | Break down the budget, allocating funds to each project component. |
| **RESOURCE ALLOCATION** | Detail the resources needed, like personnel and tools. |
| **RISK ASSESSMENT** | Identify potential risks and determine how you plan to address them. |
| **APPROVAL PROCESS** | Describe the review and approval steps, including stakeholders. |
| **MEASUREMENT AND EVALUATION** | Explain how you'll measure the project's success. |
| **ADDITIONAL DOCUMENTS / ATTACHMENTS** | Attach any relevant documents or references. |
| **COMMENTS / NOTES** | Add any other information or instructions that could be helpful. |

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