

# Example Basic Marketing Request Form

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Fill out this template to ensure that the marketing team has all the necessary information to assess, prioritize, and execute your request efficiently.

<b>REQUESTOR'S NAME</b>	Devon Gomez	<b>DEPARTMENT</b>	Marketing
<b>CONTACT EMAIL</b>	devon.gomez@positivecharge.com	<b>PHONE NUMBER</b>	555-234-5678

<b>PROJECT TITLE</b>	Spring into Action — EV Charging Promo		
<b>REQUEST DATE</b>	02/15/24	<b>DESIRED COMPLETION DATE</b>	04/01/24
<b>PROJECT DESCRIPTION</b>	Launch a promotional campaign for our new fast-charging EV stations, highlighting their convenience and environmental benefits, with the goal of increasing station usage by 25%.		
<b>TARGET AUDIENCE</b>	Environmentally conscious, urban-dwelling EV owners aged 25-45		
<b>KEY MESSAGES</b>	"Charge Fast, Live Green" "Convenience Meets Sustainability"		
<b>MARKETING CHANNELS</b>	<input checked="" type="checkbox"/> Instagram	<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Local billboard
	<input type="checkbox"/> Other	<input type="checkbox"/> Other	<input type="checkbox"/> Other
<b>DELIVERABLES REQUIRED</b>	2 Instagram posts, 1 Facebook video ad, 1 email template, 2 billboard designs		
<b>BUDGET</b>	Up to \$10,000 for entire campaign		
<b>APPROVAL PROCESS</b>	Send deliverables to Marketing Director Krista Ahmed for final review, and she will review with CEO Jamal King.		
<b>ADDITIONAL INFORMATION / COMMENTS</b>	Ensure all designs align with our brand guidelines, especially our focus on sustainability and innovation.		

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