**[A blue and white sign

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**Basic Marketing Request Form**

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

|  |  |  |  |
| --- | --- | --- | --- |
| **REQUESTOR'S NAME** |  | **DEPARTMENT** |  |
| **CONTACT EMAIL** |  | **PHONE NUMBER** |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **PROJECT TITLE** |  | | | | | |
| **REQUEST DATE** |  | | **DESIRED COMPLETION DATE** | |  | |
| **PROJECT DESCRIPTION** |  | | | | | |
| **TARGET AUDIENCE** |  | | | | | |
| **KEY MESSAGES** |  | | | | | |
| **MARKETING CHANNELS** |  |  | |  | |  |
|  |  | |  | |  |
| **DELIVERABLES REQUIRED** |  | | | | | |
| **BUDGET** |  | | | | | |
| **APPROVAL PROCESS** |  | | | | | |
| **ADDITIONAL INFORMATION / COMMENTS** |  | | | | | |

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