**Social Media Creative Request**

**Form Template**

|  |  |
| --- | --- |
| REQUESTOR NAME & DEPARTMENT | Provide your name and department to help with follow-ups. |
| EMAIL | Enter here. |
| PHONE | Enter here. |
| BUSINESS NAME | Enter here. |
| WEBSITE FOR PROJECT | Enter here. |

**PROJECT TITLE**

|  |
| --- |
| Enter a clear title that describes your social media project. |

**SERVICES NEEDED**

|  |  |  |  |
| --- | --- | --- | --- |
| [ ]  Content Marketing | [ ]  Website Design | [ ]  Search Engine Optimization | [ ]  Brand Development |
| [ ]  Social Media | [ ]  Pay-Per Click/Sem | [ ]  Digital Strategy | [ ]  Lead Generation |
| [ ]  Mobile Marketing | [ ]  Email Campaigns | [ ]  Landing Pages | [ ]  Other |

**PROJECT OBJECTIVES**

|  |  |  |
| --- | --- | --- |
| [ ]  Increase Revenue | [ ]  Build Brand Credibility | [ ]  Improve Search Engine Position |
| [ ]  Generate Leads | [ ]  Increase Top Accounts | [ ]  Other |

**PROJECT DESCRIPTION**

|  |
| --- |
| Describe your project, including key messages and objectives. |

**TARGET AUDIENCE**

|  |
| --- |
| Define the audience demographics and interests. |

**PLATFORM(S)**

|  |
| --- |
| Select the social media platforms for the content (e.g., Facebook, Instagram). |

**CONTENT TYPE**

|  |
| --- |
| Choose the type of content required (e.g., graphics, video, text posts). |
| [ ]  Check here if generative AI can be used for creating or enhancing content. |

**VISUAL ELEMENTS**

|  |
| --- |
| Specify imagery, colors, and branding elements to include. |

**COPY REQUIREMENTS**

|  |
| --- |
| Include essential text, hashtags, and calls-to-action. |

**DEADLINE**

|  |
| --- |
| List key dates for draft and final content submissions. |
| **TARGET START DATE** | **TARGET END DATE** |
| Click or tap to enter a date. | Click or tap to enter a date. |

**BUDGET**

|  |
| --- |
| State the budget available for this project. |

**PREVIOUS CAMPAIGNS**

|  |
| --- |
| Attach references to previous campaigns if applicable. |

**PROJECT STAKEHOLDERS / APPROVAL PROCESS**

|  |
| --- |
| Indicate who will approve the content and at which stages. |

**ADDITIONAL REQUIREMENTS OR COMMENTS**

|  |
| --- |
| Add any other relevant information for the creative team. |

|  |
| --- |
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