**Content Marketing Request Form**

**Requester Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name:** |  | **Department/Team:** |  |
| **Email:** |  | **Phone:** |  |

**Project Details**

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Title:** |  | | |
| **Type of Content Requested:** | ☐ Blog Post | ☐ Article | ☐ Case Study |
| ☐ Social Media Post | ☐ Infographic | ☐ Video Script |
| ☐ Email Newsletter | ☐ Other: |  |
| **Target Audience:** |  | | |
| **Goal/Purpose of Content:** | (e.g., brand awareness, lead generation, customer education) | | |

**Content Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| **Key Message/Theme:** |  | **Keywords/SEO Focus:** |  |
| **Tone/Style Preference:** | ☐ Professional | ☐ Casual | ☐ Conversational |
| ☐ Persuasive | ☐ Informative |  |
| **Word Count/Length (if applicable):** | |  | |
| **Call-to-Action (CTA):** |  | | |

**Supporting Materials**

|  |  |  |  |
| --- | --- | --- | --- |
| **Attachments Provided:** | ☐ Brand Guidelines | ☐ References/Links | ☐ Images/Graphics |
| ☐ Previous Examples | ☐ Other: |  |

**Timeline**

* **Requested Draft Due Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Final Submission Deadline:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Approval**

* **Requested By:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_
* **Approved By:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_