**Digital Marketing Request Form**

|  |  |  |  |
| --- | --- | --- | --- |
| **Company Name:** |  | | |
| **Department Requesting:** |  | **Date of Request:** |  |
| **Requested By:** | **(Name/Title)** | | |

**1. Campaign Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Campaign Title:** |  | | |
| **Campaign Objective:** | ☐ Brand Awareness | ☐ Lead Generation | ☐ Sales |
| ☐ Event Promotion | ☐ Other: |  |
| **Target Audience:** |  | | |
| **Key Message / Offer:** |  | | |

**2. Digital Channels Required**

|  |  |  |  |
| --- | --- | --- | --- |
| ☐ Social Media (Facebook, Instagram, LinkedIn, X/Twitter, etc.) | | ☐ Google Ads / PPC Campaign | ☐ Email Marketing |
| ☐ Content Marketing (Blogs, Articles, SEO) | ☐ Website Update / Landing Page | ☐ Video / Multimedia Content | ☐ Other: |

**3. Timeline**

|  |  |  |  |
| --- | --- | --- | --- |
| **Start Date:** |  | **End Date:`** |  |
| **Urgency:** | ☐ Standard ☐ High Priority | | |

**4. Budget & Approval**

|  |  |  |  |
| --- | --- | --- | --- |
| **Estimated Budget:** |  | **Approved By:** |  |

**5. Additional Details / Notes:**