**Digital Marketing Campaign
Request Template**

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| REQUESTOR'S NAME & DEPARTMENT | Fill in to identify who's initiating the digital campaign. |
| CONTACT INFORMATION | Provide for immediate contact on digital campaign queries. |

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| CAMPAIGN TITLE | Give your digital campaign a unique and catchy name. |
| CAMPAIGN OBJECTIVES | Clarify digital-specific goals (e.g., enhance online presence, drive e-commerce sales). |
| TARGET AUDIENCE | Detail your online audience's demographics, online behaviors, and preferences. |
| KEY DIGITAL MESSAGES | Summarize the core messages tailored for online engagement. |
| CAMPAIGN DURATION | Indicate precise online campaign **start** **date**. | Indicate precise online campaign **end** **date**. |
| BUDGET | Allocate funds specifically for digital marketing activities. |
| DIGITAL CHANNELS | Choose online platforms (e.g., SEO, social media platforms, email marketing, PPC). |
| CONTENT FORMAT | Specify the format for digital content (e.g., interactive ads, GIFs, short-form videos). |
| CREATIVE DIGITAL ASSETS | Highlight the need for digital-specific creative assets (e.g., mobile-optimized images, infographics). |
| PERFORMANCE METRICS/KPIS | Define digital metrics (e.g., click-through rates, follower growth, website traffic). |
| APPROVAL PROCESS | State the digital campaign review and approval workflow. |
| ADDITIONAL DIGITAL REQUIREMENTS | Mention any other digital-specific needs or instructions for the campaign. |

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