**Email Marketing   
Request Form[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12047&utm_source=template-word&utm_medium=content&utm_campaign=Email+Marketing+Request+True+Form-word-12047&lpa=Email+Marketing+Request+True+Form+word+12047)**

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| REQUESTOR'S NAME & DEPARTMENT | Enter the name and department initiating the email campaign. |
| CONTACT INFORMATION | Provide your email and phone number for any follow-up discussion. |

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| EMAIL CAMPAIGN TITLE | Specify a clear title for your email marketing campaign. |
| CAMPAIGN OBJECTIVES | Define what you aim to achieve (e.g., lead generation, customer retention). |
| TARGET AUDIENCE | Describe who the email is intended for, including any segmentation details. |
| EMAIL CONTENT OVERVIEW | Summarize the key message or offer to be communicated. |
| CALL TO ACTION | Detail the specific action you want recipients to take. |
| EMAIL FORMAT | Indicate the format (newsletter, promotion, announcement). |
| CONTENT REQUIREMENTS | Describe any specific content needs (text, images, links). |
| CREATIVE ASSETS NEEDED | List any graphics, logos, or templates required. |
| SENDING DATE AND TIME | Specify when you intend the email to be sent. |
| PREFERRED EMAIL PLATFORM | Name the email marketing software or service to be used, if any. |
| SUBJECT LINE SUGGESTIONS | Provide potential subject lines for A/B testing. |
| PREHEADER TEXT | Suggest text for the email preheader. |
| APPROVAL PROCESS | State who needs to review and approve the email before sending. |
| ADDITIONAL NOTES | Use this space for any other relevant information or specific requests. |

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