**[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=Social+Media+Creative+Request+Form-word-12047&lpa=Social+Media+Creative+Request+Form+word+12047)Social Media Creative Request**

**Form Template**

|  |  |
| --- | --- |
| REQUESTOR NAME & DEPARTMENT |  |
| EMAIL |  |
| PHONE |  |
| BUSINESS NAME |  |
| WEBSITE FOR PROJECT |  |

**PROJECT TITLE**

|  |
| --- |
|  |

**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**

|  |
| --- |
|  |

**TARGET AUDIENCE**

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| --- |
|  |

**PLATFORM(S)**

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| --- |
|  |

**CONTENT TYPE**

|  |
| --- |
|  |
| Check here if generative AI can be used for creating or enhancing content. |

**VISUAL ELEMENTS**

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| --- |
|  |

**COPY REQUIREMENTS**

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| --- |
|  |

**DEADLINE**

|  |  |
| --- | --- |
|  | |
| **TARGET START DATE** | **TARGET END DATE** |
|  |  |

**BUDGET**

|  |
| --- |
|  |

**PREVIOUS CAMPAIGNS**

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| --- |
|  |

**PROJECT STAKEHOLDERS / APPROVAL PROCESS**

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**ADDITIONAL REQUIREMENTS OR COMMENTS**

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