**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**

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| --- |
|  |

**TARGET AUDIENCE**

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| --- |
|  |

**PLATFORM(S)**

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| --- |
|  |

**CONTENT TYPE**

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| --- |
|  |
| [ ]  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**

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| --- |
|  |

**PREVIOUS CAMPAIGNS**

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| --- |
|  |

**PROJECT STAKEHOLDERS / APPROVAL PROCESS**

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**ADDITIONAL REQUIREMENTS OR COMMENTS**

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