**Example Basic Marketing
Request Form**

Fill out this template to ensure that the marketing team has all the necessary information to assess, prioritize, and execute your request efficiently.

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| **REQUESTOR'S NAME** | Devon Gomez | **DEPARTMENT** | Marketing |
| **CONTACT EMAIL** | devon.gomez@positivecharge.com | **PHONE NUMBER** | 555-234-5678 |

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| **PROJECT TITLE** | Spring into Action — EV Charging Promo |
| **REQUEST DATE** | 02/15/24 | **DESIRED COMPLETION DATE** | 04/01/24 |
| **PROJECT DESCRIPTION** | Launch a promotional campaign for our new fast-charging EV stations, highlighting their convenience and environmental benefits, with the goal of increasing station usage by 25%. |
| **TARGET AUDIENCE** | Environmentally conscious, urban-dwelling EV owners aged 25-45 |
| **KEY MESSAGES** | "Charge Fast, Live Green”"Convenience Meets Sustainability" |
| **MARKETING CHANNELS** | [x]  Instagram | [x]  Facebook | [x]  Local billboard | [x]  Email newsletter |
| [ ]  Other | [ ]  Other | [ ]  Other | [ ]  Other |
| **DELIVERABLES REQUIRED** | 2 Instagram posts, 1 Facebook video ad, 1 email template, 2 billboard designs |
| **BUDGET** | Up to $10,000 for entire campaign |
| **APPROVAL PROCESS** | Send deliverables to Marketing Director Krista Ahmed for final review, and she will review with CEO Jamal King. |
| **ADDITIONAL INFORMATION / COMMENTS** | Ensure all designs align with our brand guidelines, especially our focus on sustainability and innovation. |

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