**[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=Sample+Basic+Marketing+Request+Form-word-12047&lpa=Sample+Basic+Marketing+Request+Form+word+12047)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** | Instagram | Facebook | | Local billboard | | 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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