

# Digital Marketing Campaign Request Template

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REQUESTOR'S NAME & DEPARTMENT	
CONTACT INFORMATION	

CAMPAIGN TITLE		
CAMPAIGN OBJECTIVES		
TARGET AUDIENCE		
KEY DIGITAL MESSAGES		
CAMPAIGN DURATION		
BUDGET		
DIGITAL CHANNELS		
CONTENT FORMAT		
CREATIVE DIGITAL ASSETS		
PERFORMANCE METRICS/KPIS		

APPROVAL PROCESS	
ADDITIONAL DIGITAL REQUIREMENTS	

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