

Marketing Project Request Template

Try  **smartsheet** for free

Fill out this form to ensure that your marketing project is well-planned, aligns with marketing objectives, and is set up for successful execution and evaluation.

PROJECT TITLE	
REQUESTOR INFORMATION	
PROJECT DESCRIPTION	
BACKGROUND / JUSTIFICATION	
TARGET AUDIENCE	
COMPETITIVE ANALYSIS	
MARKETING GOALS	
KEY MESSAGES	
STRATEGIES AND TACTICS	
MARKETING CHANNELS	
TIMELINE	
BUDGET BREAKDOWN	

RESOURCE ALLOCATION	
RISK ASSESSMENT	
APPROVAL PROCESS	
MEASUREMENT AND EVALUATION	
ADDITIONAL DOCUMENTS / ATTACHMENTS	
COMMENTS / NOTES	

DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.