

# Example Marketing Project Request Template

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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.

<b>PROJECT TITLE</b>	Eco-Friendly Summer Drive Campaign
<b>REQUESTOR INFORMATION</b>	Everett Crosse, Marketing Coordinator, ecrosse@positivecharge.com, 555-234-0102
<b>PROJECT DESCRIPTION</b>	Launch a summer campaign promoting eco-friendly driving and the benefits of using Positive Charge EV stations.
<b>BACKGROUND / JUSTIFICATION</b>	As interest in sustainability rises, this campaign aligns with market trends and our company commitment to green energy.
<b>TARGET AUDIENCE</b>	Our audience is eco-conscious drivers aged 25-45, particularly those considering switching to electric vehicles.
<b>COMPETITIVE ANALYSIS</b>	No direct competitors offer similar sustainability incentives, giving us the opportunity to position Positive Charge as a leader in eco-friendly driving.
<b>MARKETING GOALS</b>	Increase EV station use by 20%, boost app downloads by 30%, and grow social media engagement by 40%.
<b>KEY MESSAGES</b>	"Drive Green, Live Clean" "Sustainability at Every Stop."
<b>STRATEGIES AND TACTICS</b>	Utilize social media ads, email marketing campaigns, and partnerships with eco-friendly brands.
<b>MARKETING CHANNELS</b>	Leverage Facebook, Instagram, email newsletters, and local eco-friendly event sponsorships.
<b>TIMELINE</b>	The campaign will run from June 1st to August 31st.
<b>BUDGET BREAKDOWN</b>	\$15,000 total budget includes \$5,000 for social media, \$3,000 for email marketing, and \$7,000 for partnerships and events.
<b>RESOURCE ALLOCATION</b>	Allocate a marketing team of five, including a graphic designer and social media specialist.
<b>RISK ASSESSMENT</b>	Engagement can be low during vacation months. Plan to counter low engagement with compelling content and interactive social media posts.

<b>APPROVAL PROCESS</b>	Materials will need initial approval from the Marketing Director before a final review by our CEO.
<b>MEASUREMENT AND EVALUATION</b>	Track engagement rates, station usage statistics, app download data, and campaign ROI.
<b>ADDITIONAL DOCUMENTS / ATTACHMENTS</b>	Reference our brand guidelines document and the previous campaign analytics report.
<b>COMMENTS / NOTES</b>	Focus on highlighting customer testimonials and the real-world benefits of EV charging with Positive Charge.

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