

THE MARKETING STARTER / REQUESTS

OWNER	Name Title Email
DEPARTMENT	Sales Executive HR Operations Other
DELIVERY DATE/RANGE	
REQUEST TYPE	Campaign-Advertising Campaign-Event Campaign-Other Content Design / Creative Report Strategy/Planning Swag / Premiums
REQUEST REASON	
DESCRIPTION/SCOPE/OBJECTIVE	
INTENDED USER/AUDIENCE	Internal-Sales Internal-Other Customer Investor Partner Prospect
ESTIMATED BUDGET/COST	
RESOURCES/PERSONNEL NEEDED	
EXPECTED RESULTS/KPIS	
OTHER COMMENTS	

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