**[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=Marketing+Content+Creation+Request+True+Form-word-12047&lpa=Marketing+Content+Creation+Request+True+Form+word+12047)Marketing Content Creation**

**Request Form**

REQUESTOR'S NAME & DEPARTMENT

|  |
| --- |
| Enter your name and your department to identify the request source. |

CONTACT INFORMATION

|  |
| --- |
| Provide your email and phone number so the content creators can reach out with questions. |

CONTENT TITLE/TOPIC

|  |
| --- |
| Specify the title or main topic of the content you're requesting. |

CONTENT DESCRIPTION

|  |
| --- |
| Describe the content's purpose and the key points you want covered. |

TARGET AUDIENCE

|  |
| --- |
| Define the content’s audience and include relevant demographic or behavioral information. |

OBJECTIVE

|  |
| --- |
| Detail what you hope this content will achieve (e.g., increase engagement, educate readers). |

CONTENT TYPE

|  |
| --- |
| Choose the type of content you need, such as a blog post, video, or infographic. |

KEY MESSAGES

|  |
| --- |
| List the main messages or themes the content should convey. |

TONE & STYLE

|  |
| --- |
| Describe the desired tone and style (e.g., professional, playful, informative). |

DEADLINE

|  |
| --- |
| Indicate the deadline for when this content needs to be ready. |

DISTRIBUTION CHANNELS

|  |
| --- |
| Note where this content will be published or shared. |

REQUIRED ELEMENTS

|  |
| --- |
| Mention any specific elements that must be included, like calls to action, keywords, or links. |

REFERENCE MATERIALS

|  |
| --- |
| Attach or describe any materials that can help guide the creation of this content. |

APPROVAL PROCESS

|  |
| --- |
| Name who will review and approve the content once it's completed. |

ADDITIONAL NOTES/REQUESTS

|  |
| --- |
| Add any other instructions or requests related to the content creation. |

|  |
| --- |
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