**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. |

|  |
| --- |
| **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. |