DIGITAL PROJECT REQUEST/CAMPAIGN

Please complete the project request below to give us a better understanding of your project.

Requested By Name/Department	Date Submitted	Project Name

Objective/Strategy:

Briefly describe the goals of your campaign

Briefly explain your current strategy.

Target Audience:

Describe your target audience. Include primary and secondary if applicable. Is there a working list to create "look a like" audiences from to target?

How do these audiences prefer to communicate?

What are their interests?
How do you communicate with these audiences now?
What is the Call to Action for the targets?
Are they different or the same?

Plan/Budget/Dates:

Explain how this fits in your existing campaign if applicable. Include ideal campaign dates. Do you have budget for paid media, creative to support the plan and the overall strategy?

Best practices for budgeting: 25%-30% of budget will be needed to support creative services.
Media budgets can be determined based on impressions and conversions.
Divide the total amount of your available marketing dollars, by the number of leads you need generated. For example, if you spend $100,000 on marketing and generate 1,000 leads, your cost is $100 per lead. Determine what the value of the lead is based on the budget you have to determine if your budget can meet your goals and fulfill your ROI.

Required Elements:

Are there any specific taglines, logos, images, disclaimers that need to be included? If so, please note and provide high resolution working files to the job request. Acceptable resolutions at least 72dpi for digital/web usage.

Additional Considerations:

Where are we driving traffic? Who will respond to inquiries?

How will you measure success?

Is there a landing page that exists or will a new one need to be created? If a new page needs to be created who will provide the content? Content for landing pages is due three weeks prior to the launch of campaigns.