

MARKETING CAMPAIGN APPROVAL FORM

Date Requested:

Requestor Information		
First Name	Last Name	Department
Phone Number	Email Address	Job Title

Campaign Details	
Campaign Title	
Campaign Objectives	
Target Audience (include demographic, psychographic and behavioral details)	
Proposed Campaign Channels (List all proposed channels such as Social Media, Email, Print, etc.)	
Briefly explain the rationale for each channel	
Campaign Start Date	Campaign End Date
Total Budget	Creative Assets (include images, videos, etc)
Budget Breakdown (List budget allocation for each channel)	

Risk Assessment
Identify potential risks associated with the campaign and mitigation strategies

Approver Information	
First Name	Last Name

Job Title/Position	Date Approved

I hereby approve the marketing campaign outlined above. I acknowledge that I have reviewed and agree with the campaign objectives, target audience, proposed channels, timeline, budget, creative assets and risk assessment.

Signature:

Signature Date: