Content request

Questions marked * are required.

Completed by _____ Date _____

1 Request content

> Everything the team needs to brief a writer or designer.

1. **Requested by ***

_____

2. **Email ***

_____

3. **What do you need? ***

Tick one.

- ◯ Blog post
- ◯ Landing page
- ◯ Email
- ◯ Social post
- ◯ Case study
- ◯ Video script
- ◯ Ad creative

4. **Working title ***

_____

If you chose “Ad creative” in question 3.

5. **Ad platform and sizes**

_____

6. **What should this achieve? ***

What should the reader know, feel or do afterwards?

_____

_____

_____

_____

7. **Who is it for?**

_____

8. **Where will it be published?**

Tick all that apply.

- ☐ Website or blog
- ☐ Email
- ☐ LinkedIn
- ☐ X
- ☐ Instagram
- ☐ Paid ads

9. **Needed by ***

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10. **Priority**

Tick one.

- ◯ Nice to have
- ◯ Normal
- ◯ Urgent: a campaign depends on it

11. **Brief, docs or references**

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12. **Supporting files**

Brand assets, screenshots, data...

Attach: Supporting files (up to 5 files)

Request logged!

The marketing team will confirm a delivery date shortly.