**REQUEST FOR DIGITAL MARKETING**

**General Terms and Conditions**

This request form must be completed in order to place advertisements in any digital space, including websites, social media platforms, streaming video and audio services and mobile devices. All University digital marketing will be coordinated with the University marketing and communications department (Marcom).

For social advertising, you will need to provide administrative access to a Marcom representative to help monitor and adjust your campaign(s).

Filling out this form will result in a contact with appropriate representatives from Marcom within one week of submission of the form.

Marcom will ensure consistent design and copy standards.

Marcom will provide a list of preferred reps and vendors for digital media, including social media marketing, web and digital retargeting, search engine marketing (SEM), content marketing and search engine optimization (SEO), linkbuilding, paid search and pay per click (PPC) vendors.

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I,**\_\_\_\_\_\_\_\_\_ ,** of **\_\_\_\_\_\_\_\_\_** request digital advertising in the form of (included but not limited to)**:**

Name Department

☐ Social Media Marketing (Facebook, Twitter, YouTube, etc.)

☐ Digital Display Ad ☐ Pay Per Click (PPC) ☐ Linkbuilding

☐ SEO/SEM ☐ Retargeting ☐ Internet Radio

☐ Mobile ☐ Full-Service Digital Marketing Agencies

☐ Other

Top of Form

Bottom of Form

Top of Form

My budget is\_\_\_\_\_\_\_\_\_ for \_\_\_\_\_\_\_\_\_.

Amount Time frame

I would like this to be implemented by\_\_\_\_\_\_\_\_\_

Date

My target audience for this digital advertising campaign is:

Goals for this advertising:

Measurements of success:

Here’s how this fits into my overall marketing and advertising strategy:

I have prepared the following creative elements (copy, images) for this campaign:

Other important info (upcoming events, web pages for retargeting, etc.):

**All digital advertising strategy must be approved by Mary Ann Grillo and Anne Marie Apollo.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

The University marketing and communications department is available to assist any unit in the University in developing an integrated marketing communications plan. Early involvement in this process can save time and money during the strategy and execution phases.

Proposed marketing initiatives and accompanying information should be submitted to the University marketing and communications department as far in advance of the planned tactic as possible. This information may need to include Google analytics, recruitment data and other metrics necessary to make strategic and purposeful decisions.

It is strongly suggested that ads are requested at least two weeks before the artwork due date. The University marketing and communications department will attempt to provide faster turnaround when dictated by deadlines.