

Sample provided by Andrea Parrish
See digital versions at andreparrish.com/content

Project Cover Sheet

Project Title:

Project manager:

Project owner:

Final due date:

Publish date:

End date:

Description:

Measurement KPIs:

- | | | |
|--|--|---|
| <input type="checkbox"/> Webpage visits | <input type="checkbox"/> Clicks | <input type="checkbox"/> Leads |
| <input type="checkbox"/> Calls | <input type="checkbox"/> Money deposited | <input type="checkbox"/> Money lent out |
| <input type="checkbox"/> Accounts opened | <input type="checkbox"/> New members | <input type="checkbox"/> Adoption rate |

Goals and target dates:

Target audience:

Content format(s) needed:

- | | | |
|---|---|--|
| <input type="checkbox"/> Webpage | <input type="checkbox"/> Mailers | <input type="checkbox"/> On-hold messaging |
| <input type="checkbox"/> Email(s) | <input type="checkbox"/> Inserts / Onserts | <input type="checkbox"/> Radio / audio ads |
| <input type="checkbox"/> Social media posts | <input type="checkbox"/> Postcards | <input type="checkbox"/> Podcast episode |
| <input type="checkbox"/> Social media ads | <input type="checkbox"/> Flyers | <input type="checkbox"/> Short-form video |
| <input type="checkbox"/> Online banking messaging | <input type="checkbox"/> Printed advertisements | <input type="checkbox"/> Long-form video |
| <input type="checkbox"/> Banner ads | <input type="checkbox"/> Billboards | <input type="checkbox"/> Events |
| <input type="checkbox"/> Search ads | <input type="checkbox"/> Out of Home | <input type="checkbox"/> Outbound calls |
| <input type="checkbox"/> Press release | <input type="checkbox"/> Clothing | <input type="checkbox"/> Swag |