



Marketing Scope of Work

Project Name:

Date:

Requested By:

Project Lead:

1. Project Overview

Provide a high-level summary of the project, including the purpose, background, and key goals.



2. Objectives & Goals

Clearly define the objectives of the project.

1

Define Objectives

Establish clear, measurable objectives for the project

2

Set Goals

Create specific, time-bound goals that support the objectives

3

Align with Strategy

Ensure all objectives and goals align with overall marketing strategy



3. Scope of Work

3.1 Deliverables

List specific deliverables for the project, including expected outcomes.



3.2 Tasks & Responsibilities

Define key tasks and assign responsibilities.



Deliverables Examples

- Marketing campaign assets
- Content calendar
- Performance reports
- Final presentation

Tasks & Responsibilities Examples

- Research and planning
- Content creation
- Campaign execution
- Performance tracking

4. Timeline & Milestones

Provide a project timeline with key milestones.



5. Budget & Resources

Outline the estimated budget and resource allocation for the project.

6. Performance Metrics & Reporting

Define how success will be measured and reported.

<div> <div>Key Performance Indicators</div> <ul style="list-style-type: none"> Conversion rates Engagement metrics ROI calculations Brand awareness measures </div>	<div> <div>Reporting Schedule</div> <ul style="list-style-type: none"> Weekly progress updates Monthly performance reports Mid-project review Final project assessment </div>
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7. Approval & Sign-Off

Project Approval

Requested By :

Project Lead :

Date: