CONTENT REQUEST FORM
(to be completed by the requestor)

- What is your idea/need?

- What research have you already done on this topic? List 1-3 sources (e.g. websites, presentations, white papers etc.)
  1.
  2.
  3.

- How long do you think it will take to produce?
  - [ ] 1 day
  - [ ] 1 week
  - [ ] 1 month

- How many leads will this produce?
  - [ ] Don’t know
  - [ ] 0-50
  - [ ] 50-100
  - [ ] Thousands over the year

- How much will the content cost to produce?
  - £ / S

- Which core business objectives will this content fit with?
  (tick all relevant options)
  - [ ] Objective A
  - [ ] Objective B
  - [ ] Objective C

- Where does it fit within the sales funnel?
  (tick one)
  - [ ] Pipeline generation
  - [ ] Lead generation
  - [ ] It moves people from one stage of the sales cycle to the next.

- What will the impact be if this is not produced?

- How will you commit to sharing this content with a wider audience?