

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

- Which core business objectives will this content fit with?

(tick all relevant options)

- Objective A
- Objective B
- Objective C

- How many leads will this produce?

- Don't know
- 0-50
- 50-100
- Thousands over the year

- 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.

- How much will the content cost to product?

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

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