

# MARKETING | NEW PROJECT REQUEST

<b><u>CONTACT</u></b> Department Name Project Owner	
<b><u>OBJECTIVE</u></b> What do you want to achieve with this project?	
<b><u>DESCRIPTION</u></b> Overview and purpose of this request	
<b><u>AUDIENCE</u></b> Who is the end user of this project?	
<b><u>MANDATORIES</u></b> What guidelines and inclusions should Marketing adhere to?	
<b><u>SUCCESS METRICS</u></b> Examples: Leads (#), Impressions (#), Bookings (\$,#), Revenue Generated (\$)	
<b><u>REQUESTED DUE DATE</u></b> Note: this is a <i>request</i> . Marketing will work to accommodate your needs in a timely manner.	
<b><u>ADDITIONAL COMMENTS</u></b> What additional information should Marketing be aware of?	

Please send all completed requests to [marketing@preferredhotels.com](mailto:marketing@preferredhotels.com).