**Marketing Support Request Form**

**Do you have a story / product / feature you would like to share and promote? Great! Can you please fill out this first page with as much information that you have and pass it to Marketing for review.**

|  |  |
| --- | --- |
| Subject |  |
| Short summary of what you are looking to accomplish |  |
| What do you feel is most needed to support what your looking for? | **\_\_ Blog Post: Conversational/engaging** A timely reflection or announcement   of pertinent news or information.  **\_\_ White Paper: Far less casual** A succinct explanation of a complex matter  intended to inform the target audience(s) in a way that helps them   understand an issue, solve a problem, or make a decision.  **\_\_ Case Study (Consumer Story):** Detailed analysis of a customer’s   fraud/identity theft event and its outcome to help illustrate and support  the benefits of the services we provide.  **\_\_ Case Study (Partner/Retailer Story):** Detailed analysis of a  partner's/retailer's experience of working with EZShield and the benefits  of our partnership.  **\_\_ Data Sheet:** A product/service description that includes the critical details  and high-level benefits of utilizing such a service.   **\_\_ Advertisement / Promotion:** A public-facing visual and/or textual display  that promotes our company’s strengths, achievements and or benefits.  **\_\_ Other:**  **\_\_ I’m not sure at this time** |
| Who would this be distributed to? | **Marketing Distribution:**  \_\_ EZShield.com/Resources \_\_ Social Media  \_\_ LinkedIn \_\_ Twitter \_\_ Facebook \_\_ Google+  \_\_ PRWeb  \_\_ ParDot – Lead Nurturing (Managed by Sales & Marketing, Email team Executes)  \_\_ ParDot – Active Partner List (Managed by Tara, Email team executes)  **Sales & Client Services Distribution:**  \_\_ Active Partners  \_\_ Sales Contacts  Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Source Details | **Customer Experience:**  What product/service does this support?  What is the specific value our product/service provided for the customer?  What is the name and contact for the customer?  Is the customer willing to speak to the Marketing Team? What is the best time to contact?  **Partner/Retailer Experience:**  What product/service does this case study support?  What is the specific value our product/service provided for the partner/retailer?  What is the name and contact for the partner/retailer?  Is the partner/retailer willing to speak to the Marketing Team? What is the best time to contact? |

**For Marketing Use Only:**

|  |  |
| --- | --- |
| Is there enough information for this to move forward? | **\_\_ Yes**  **\_\_ No, we need:** |
| What type of marketing collateral best fits the above need? | **\_\_ Blog Post**  **\_\_ White Paper**  **\_\_ Case Study**  **\_\_ Data Sheet**  **\_\_ Advertisement / Promotion \_\_ Other**  **\_\_ Nothing at this time** |
| Project Title | **Published Title Here** |
| Final Distribution List | **Marketing Distribution:**  \_\_ EZShield.com/Resources \_\_ Social Media  \_\_ LinkedIn \_\_ Twitter \_\_ Facebook \_\_ Google+  \_\_ PRWeb  \_\_ ParDot – Lead Nurturing (Managed by Sales & Marketing, Email team Executes)  \_\_ ParDot – Active Partner List (Managed by Tara, Email team executes)  **Sales & Client Services Distribution:**  \_\_ Active Partners  \_\_ Sales Contacts  Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**Outline for Content:**

**Copy for Content (once outline is complete):**