

Marketing Project Assignment Template

Assignment Description:

[Insert a description of the assignment. Be as detailed as possible.]

Duration:

[Is this a one-time task or an ongoing project? If it's ongoing, how often will you need additional work? (Weekly, monthly, etc.)]

For SEO and PPC Managers:

[Provide a list of keywords or give instructions on what types of keywords you want to rank for in the search engines.]

For Link Builders:

[Give complete instructions on what types of links you want and how many (e.g., blog commenting links, links from article directories, reciprocal links such as those from blogrolls, etc).]

For Conversion Experts:

[Discuss your current conversion rate data. Include notes on where this traffic comes from.]

For Affiliate Managers, Launch Managers and JV Brokers:

[Be sure to list full expectations. Example: Do you just want the manager to recruit – or are they also in charge of creating marketing materials for affiliates? Will they be doing any testing and tracking?]

Steps Involved:

[Insert step-by-step instructions on what you'd like done. Start keeping a folder with all your step-by-step instructions, so you can simply copy and paste as needed. There is need to train over again when you have instructions written and ready]

Expected Output:

[What do you want the Marketer to turn in when she/he is finished? For example, if they are conducting research, do you want it in .doc format? How long should it be? If they are making your appointments, should they be added to your Google Calendar?]

Payment Information

[How, when and how much will the VA be paid?]

Deadline:

[insert deadline details]