

# Marketing Campaign Concept Approval Request

Date: [Insert Date]

To: [Recipient's Name]

From: [Your Name]

Subject: Request for Approval of Marketing Campaign Concept

Dear [Recipient's Name],

I hope this message finds you well. I am writing to present the concept for our upcoming marketing campaign titled "[Campaign Name]," which we believe will effectively engage our target audience and drive sales.

## Campaign Overview

[Brief description of the campaign and its objectives]

## Target Audience

[Description of the target audience]

## Proposed Channels

[Details about the marketing channels to be used]

## Expected Outcomes

[Outline key performance indicators and expected results]

We are excited about the potential of this campaign and believe that it aligns well with our business goals. Please review the attached concept document for more details. I would appreciate your feedback and approval to move forward by [insert deadline].

Thank you for your attention to this matter. Looking forward to your positive response.

Sincerely,  
[Your Name]

[Your Position]

[Your Contact Information]