### horizontal line**Marketing Project Handover**

#### **1. Executive Summary**

* Overview of the marketing project, including campaign purpose and objectives.
* State the goal of the handover.

#### **2. Project Overview**

* **Project Description:** [Details of the marketing project, e.g., digital campaign or branding]
* **Scope of Work:** [Deliverables such as strategy, content, ads]
* **Stakeholders:** [Marketing team, agency, and client representatives]

#### **3. Current Project Status**

* **Completed Tasks:** [E.g., campaign launch, social media posts, analytics setup]
* **Pending Tasks:** [E.g., post-campaign analysis, final ad adjustments]
* **Issues/Challenges:** [Include unresolved tasks or areas of improvement]

#### **4. Deliverables**

* **Marketing Assets:** [Content, visuals, videos, etc.]
* **Analytics Setup:** [Google Analytics, campaign dashboards]
* **Reports:** [Performance metrics, audience insights]
* **Access Details:** [Logins for tools like AdWords, social media accounts]

#### **5. Key Contacts**

* **Marketing Manager:** [Name and contact details]
* **Content Creator:** [Name and contact details]
* **Client Representative:** [Name and contact details]

#### **6. Tools and Access Details**

* **Campaign Platforms:** [Details of platforms used, e.g., Facebook Ads, Google Ads]
* **Reporting Tools:** [Details of analytics or CRM tools]

#### **7. Pending Approvals**

* [List pending approvals such as final reports or creative feedback.]

#### **8. Knowledge Transfer**

* **Training Provided:** [E.g., guidance on using analytics tools]
* **FAQs:** [Common queries about campaign optimization or content]

#### **9. Post-Handover Support**

* **Support Contacts:** [E.g., digital marketing agency or internal team]
* **Optimization Plans:** [Details on ongoing optimization, if applicable]

#### **10. Sign-off**

**Prepared By:**Name: [Insert Name]  
Signature: [Insert Signature]  
Date: [Insert Date]

**Received By:**Name: [Insert Name]  
Signature: [Insert Signature]  
Date: [Insert Date]