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# 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]