

DIGITAL MARKETING SCOPE OF WORK TEMPLATE

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PRODUCT NO.	DATE SUBMITTED
PRODUCT OBJECTIVES	

STEP 1. Product Requirements

DELIVERABLE NO.	DESCRIPTION

STEP 2. List of Product Tasks

List all product tasks to be completed, based on the deliverables listed in the previous section. Do not list dates. Add more rows as necessary.

Alternatively, you can attach your work breakdown structure (WBS) to the scope statement.

Work breakdown structure (WBS) attached	NO	YES
Provide link, if applicable.		

TASK NO.	DESCRIPTION	FOR DELIVERABLE NO. ... ENTER TASK #

STEP 3. Out of Scope

This product will NOT accomplish or include the following:	
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STEP 4. Product Assumptions

NO.	ASSUMPTION

STEP 5. Product Constraints

PRODUCT START DATE	
PRODUCT LAUNCH/ GO-LIVE DATE	
PRODUCT END DATE	
LIST ANY HARD DEADLINE(S)	
LIST OTHER DATES / DESCRIPTIONS OF KEY MILESTONES	
BUDGET CONSTRAINTS	
QUALITY OR PERFORMANCE CONSTRAINTS	
EQUIPMENT / PERSONNEL CONSTRAINTS	
REGULATORY CONSTRAINTS	

STEP 6. Updated Estimates

Estimate the hours required to complete the product.	
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STEP 7. Approvals

STAKEHOLDER NAME & TITLE	ROLE OF STAKEHOLDER / APPROVER	DATE SUBMITTED FOR APPROVAL	DATE APPROVAL RECEIVED

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