**Brief Template**

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| **Info** | **Detail** |
| **Background** | * What is the purpose of your campaign?
* How did the idea come about?
* What are the driving factors behind it?

Whether you’re looking to promote a new service or product, drive brand awareness, or generate more leads, it’s helpful to share with your agency the project background and add context to deepen their understanding.  |
| **Campaign Objectives** | * What is your vision for the project?
* What is it you wish to achieve in terms of goals and objectives?
* What does success look like to you?

This section should include what it is you wish to achieve from the campaign and allows your agency to figure out a way to achieve it.  |
| **Target Audience** | * Who do you want to target?
* Are there any specific job roles, decision makers, and influencers?
* Do they belong to SMBs, medium, or large enterprises?
* Is there a sweet spot in terms of turnover, seats / employees?
* Are there any specific verticals or geographies?

Knowing who you’re going to be targeting will form the basis of your entire strategy. Once you’ve defined your audience, your agency can create content with messaging that engages and resonates with your chosen demographic. |
| **Deliverables** | * What kind of content do you want to create?
* What’s the rough wordcount / page length / design expectations?
* How and where will it be distributed?
* If more than once piece of content, what’s the distribution timeline and strategy?

Deliverables refer to what kind of content you wish to create, along with details such as how often it will be posted, published or delivered, where it will be shared, and how. |
| **Timings** | * What’s the deadline for the first draft?
* When is the hard stop deadline for the final draft?
* Are there any holidays to factor in when it comes to amends / reviews?

This may all depend on your objectives. For example, if you have a product launch you may need the content to be ready in time to market and promote. Try to be realistic about how long the project may actually take to create, how long it might be before you see results – and also how long you need for iteration rounds. |
| **Budget** | * What’s your budget (per project if more than one piece of content)?

The final thing to consider in your brief is the budget. It’s integral to be open about this from the beginning to ensure you allocate money for all parts of the campaign - and don’t run out of budget halfway through.  |