

CONTENT MARKETING BRIEF



PROJECT NAME

BRAND

PRODUCT

BUDGET

DATE

TIMELINE

Key milestones

AUDIENCE

Who are the people we are trying to communicate to and influence?

BRAND

What is the role of the brand and what is the value exchange/relevance/desired action?
How is the brand different to the competition?

PROBLEM

Why is this brief here? What is the core issue which content marketing will address?

OBJECTIVES

What will we want to accomplish through the content? What will the content make people think/feel/do?

METRICS OF SUCCESS

What metrics will help the brand know this is working? e.g Brand uplift, Engagement, Lead generation, Product sales

PLATFORMS

What platforms are needed? e.g. Owned Channels, Web, Social, Print, Video, Infographics, Radio, Outdoor

CONTENT MISSION & TONE

What is your content's mission, theme and tone of voice you are seeking in the content?
e.g. Serious, Analytical, Fun, Energetic, Instructive, Educational, Funny

DISTRIBUTION

What is your distribution strategy? e.g. Website, Facebook, Search, SEM, Instagram, Print publications

EXISTING ASSETS

Use this space to include assets which already exist and can be provided. Decide whether the content needs to be Created, Curated, Co-Created. e.g. Brand guidelines, Image library, Logos, Fonts.

OTHER INFORMATION

Use this space for other information which may be useful for this brief. e.g. Key learnings from past campaigns, Approval process, Global/Regional considerations