Liza J. Lee
MARKETING & LEAD GENERATION

MARKETING BRIEF FORM

Replace form fields below with necessary information for each project.

PROJECT NAME	Facebook Ads
DATE REQUEST	Dec 7, 2019
Requester Name	
Contact Name	
Budget	In-house team for Facebook Ads
Project Overview Project summary, research sources and findings	Facebook Ads copywriting outsource to contractor
Project Objectives Detailed goals, desired outcomes, and measurable objectives	Lead generation for real estate listings – Total number of listings?
Marketing Guidelines Describe the pieces required along with the strategic reach and the desired outcome:	Facebook Ads to match copy on landing page. How many landing pages? Do you need landing page copy? See customer avatar form.
COPY	Repurpose from MLS Listings? Landing page?
PRINT ADS	
PPC / DISPLAY ADS	
SIGNAGE / BANNERS	
EVENT / PROMO PIECES	
WEBSITE	What is landing page URLs?
SOCIAL MEDIA	What is Facebook page ULR?
OTHER	
Target Audience The who, what, when, and where of the target customer base	Provide details from customer avatar form?
Call to Action	**Call XXX Call-Tracking Number or email?**
Campaign Look and Feel Describe the desired style of the campaign	Match website brand
Campaign Message Define key benefits of product, describe its value, and desired target audience take away	Value proposition?
Competitive Analysis Describe competitors, their campaign messages, research findings, and supporting information - list any document attachments	Who?
Image Requirements	Repurpose from what and need to provide?
SCHEDULE	December XX, 2019
APPROVER(S)	?
Approver(s) Comments	See comments
Approver(s) Date	TBD