**MARKETING BRIEF**

[Campaign / Project Name]

|  |  |
| --- | --- |
| **Project Lead** | [Name] |
| **Stakeholders** | [Names / Teams] |
| **Timeline** | [Start Date] – [End Date] |
| **Budget** | $[Amount] |

**OBJECTIVE**

[What is the goal of this campaign? Be specific. One sentence if possible.]

**BACKGROUND**

[Why are we doing this? What's the context? What problem are we solving or opportunity are we capturing?]

**TARGET AUDIENCE**

|  |  |
| --- | --- |
| **Primary:** | [Who specifically?] |
| **Demographics:** | [Age, location, job title, etc.] |
| **Pain Points:** | [What problems do they have?] |
| **Where They Are:** | [Channels, platforms, publications] |

**KEY MESSAGE**

**[The ONE thing you want people to remember. Keep it simple.]**

Supporting messages:

• [Supporting point 1]

• [Supporting point 2]

• [Supporting point 3]

**DELIVERABLES**

|  |  |  |
| --- | --- | --- |
| **Deliverable** | **Owner** | **Due Date** |
| [Deliverable] | [Name] | [Date] |
| [Deliverable] | [Name] | [Date] |
| [Deliverable] | [Name] | [Date] |
| [Deliverable] | [Name] | [Date] |
| [Deliverable] | [Name] | [Date] |

**SUCCESS METRICS**

• [KPI 1]: [Target]

• [KPI 2]: [Target]

• [KPI 3]: [Target]