

Content /Creative Brief Template

Instructions: Use the following template for any and all content marketing requests or assignments. The appropriate manager or requester should fill this out before a new project begins so that anyone involved in the creation of the content has all the necessary requirements before they begin working. Be sure to customize it to work with your content team's unique workflow.

<p>What type of content do you need?</p> <p><i>List all content types your team offers.</i></p>	<p><input type="checkbox"/> Blog post <input type="checkbox"/> Article/Byline <input type="checkbox"/> Infographic <input type="checkbox"/> Survey & Report <input type="checkbox"/> Video <input type="checkbox"/> Meme or Social Image</p> <p><input type="checkbox"/> PPL or PPC Banner Ad <input type="checkbox"/> Email Copy <input type="checkbox"/> Website Copy <input type="checkbox"/> Landing Page Copy <input type="checkbox"/> eBook</p> <p><input type="checkbox"/> White Paper <input type="checkbox"/> Guide <input type="checkbox"/> Webinar <input type="checkbox"/> Newsletter <input type="checkbox"/> Presentation <input type="checkbox"/> SlideShare <input type="checkbox"/> Other: _____</p>
<p>Who is the target audience?</p> <p><i>List all personas and/or key target markets. You may also want to include options for specific demographics.</i></p>	<p><input type="checkbox"/> Persona 1: _____ <input type="checkbox"/> Persona 2: _____</p> <p><input type="checkbox"/> Persona 3: _____ <input type="checkbox"/> Persona 4: _____</p>
<p>What is the main message/topic of the piece?</p> <p><i>For this section, you may want to list key topics, pain points, or value props. Or you may choose to leave it open ended.</i></p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p>When is it due?</p> <p><i>Customize this section to your team's preferences.</i></p>	<p>____ / ____ / ____</p> <p>MM DD YYYY</p>
<p>What is the core business objective?</p> <p><i>In this section, you may want to include specific KPIs for your team, key business objectives (like we have listed), or any other goals/initiatives that would suit your needs.</i></p>	<p><input type="checkbox"/> Brand awareness <input type="checkbox"/> Increase website traffic <input type="checkbox"/> Thought leadership <input type="checkbox"/> Lead generation</p> <p><input type="checkbox"/> Sales enablement <input type="checkbox"/> Customer Nurturing <input type="checkbox"/> Other: _____</p>
<p>Where should it fit within the sales funnel?</p> <p><i>All content pieces should be mapped to the appropriate stage in your sales funnel. You may want to add qualifiers like, "Suspect (un-gated awareness content)" or "Opportunity (un-gated sales enablement or product evaluation content)."</i></p>	<p><input type="checkbox"/> Suspect <input type="checkbox"/> Prospect <input type="checkbox"/> Lead <input type="checkbox"/> QL <input type="checkbox"/> SQL <input type="checkbox"/> Opportunity <input type="checkbox"/> Customer</p>
<p>Where should we publish and/or promote this asset? (Check all that apply.)</p> <p><i>List all available distribution channels. You may also want to include a separate section in your brief for desired file types (.pdf, .jpeg, landing page, microsite, etc.)</i></p>	<p><input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> LinkedIn <input type="checkbox"/> Pinterest <input type="checkbox"/> Instagram <input type="checkbox"/> PPL campaign <input type="checkbox"/> PPC campaign</p> <p><input type="checkbox"/> Company website/Landing page <input type="checkbox"/> Other website: _____ <input type="checkbox"/> Send to print <input type="checkbox"/> CRM system</p> <p><input type="checkbox"/> Digital asset management system <input type="checkbox"/> Internal file drive <input type="checkbox"/> Other:</p>