**DIGITAL MARKETING
CAMPAIGN BRIEF TEMPLATE**

|  |
| --- |
| CLIENT |
| CAMPAIGN NAME |  |
| CLIENT NAME |  |
| BRAND |  |
| PRODUCT / SERVICE |  |
| CONTACT INFO |
| NAME |  |
| PHONE |  |
| EMAIL |  |
| MAILING ADDRESS |  |
| DOCUMENT INFO |
| DATE |  | AUTHOR |  |

|  |
| --- |
| CAMPAIGN |
| **PURPOSE |** Why? |
|  |
| **OPPORTUNITY |** Ultimate impact? |
|  |

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| --- |
| CAMPAIGN |
| What are the fundamental components of the campaign? |
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| --- |
| OBJECTIVE |
| What does the campaign work to achieve? |
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| --- |
| TARGET AUDIENCE |
| **CAMPAIGN TARGET |** Who are we trying to reach? |
|  |
| **BRAND TARGET |** Who does the brand speak to? |
|  |

# RESOURCES AND BUDGET

|  |  |  |
| --- | --- | --- |
| RESOURCE | DESCRIPTION | BUDGET |
| People |  |  |
| Tools |  |  |
| Other |  |  |
| Other |  |  |

|  |
| --- |
| ATTITUDE |
| **CAMPAIGN TONE |** What traits are we trying to convey? |
|  |
| **BRAND PERSONALITY |** What characteristics define the brand? |
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| --- |
| MESSAGE |
| **THE TAKEAWAY |** What is the key idea to remember? |
|  |
| **TAG LINE |** Prepared copy, key words, or theme |
|  |

# MARKETING CHANNELS

|  |  |  |
| --- | --- | --- |
| CHANNEL | GOAL | TIMELINE |
| Social media |  |  |
| Email |  |  |
| Other |  |  |
| Other |  |  |

|  |
| --- |
| FURTHERMORE |
| Include any additional critical information |
|  |

# COMMENTS AND APPROVAL

|  |
| --- |
| **CLIENT CONTACT NAME AND TITLE** |
|  |

|  |
| --- |
| **COMMENTS** |
|  |

|  |  |  |  |
| --- | --- | --- | --- |
| DATE |  | SIGNATURE |  |

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| --- |
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