[](https://www.smartsheet.com/try-it?trp=11619&utm_source=integrated-content&utm_campaign=/content/marketing-brief-templates&utm_medium=Digital+Marketing+Campaign+Brief+doc+11619&lpa=Digital+Marketing+Campaign+Brief+doc+11619)**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? |
|  |

|  |
| --- |
| CAMPAIGN |
| What are the fundamental components of the campaign? |
|  |

|  |
| --- |
| OBJECTIVE |
| What does the campaign work to achieve? |
|  |

|  |
| --- |
| 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? |
|  |

|  |
| --- |
| 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 |  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |