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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| PROJECT TITLE | | |  | | |
|  | | | | | |
| CLIENT OVERVIEW | | |  | | |
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|  | | |  | | |
| PROJECT OVERVIEW | | |  | | |
|  | | | | | |
|  | | |  | | |
| Client Name, Title (xxx) xxx-xxxx Email  Company Address Line 1  Address Line 2  Address Line 3 | | | Your Name, Title (xxx) xxx-xxxx Email  Company Address Line 1  Address Line 2  Address Line 3 | | |
| BUDGET |  | |  | |
| **AMOUNT** |  | | | |
| **FINANCIAL SOURCES** |  | | | |
| **NOTES** |  | | | |
| PROJECT OBJECTIVES |  | |  | |
| Detailed goals, desired outcomes, and measurable objectives | | | | |
|  | | | | |
| MARKETING GUIDELINES | |  | |
| Detailed approval process for all pieces, style guides, and links to existing branding standards | | | | |
|  | | | | |
| MARKETING MATERIALS |  | |  | |
| Describe the pieces required, along with the strategic reach and the desired outcome | | | | |
|  | | | | |
| **COPY** | Taglines, slogans, body copy requirements | | | |
| **PRINT ADS** | List any printed materials | | | |
| **DISPLAY ADS** | List type of advertisement and length of time required | | | |
| **SIGNAGE / BANNERS** | List items needed and deadlines | | | |
| **EVENT / PROMO PIECES** | List items needed and deadlines | | | |
| **WEBSITE** | Describe web requirements | | | |
| **SOCIAL MEDIA** | List platforms, manpower, and desired outcome | | | |
| **OTHER** |  | | | |
| TIMELINE |  | |  | |
| PROJECTED TIMELINE, IMPORTANT DATES, AND DEADLINES | | | | |
| MM/DD/YY |  | | | |
| MM/DD/YY |  | | | |
| MM/DD/YY |  | | | |
| MM/DD/YY |  | | | |
| TARGET AUDIENCE |  | |  | |
| PRIMARY DEMOGRAPHIC | The who, what, when, and where of the target customer base | | | |
| SECONDARY DEMOGRAPHIC | The who, what, when, and where of the target customer base | | | |
|  | | | | |
| CALL TO ACTION | | | | |
| Detail the desired reaction of the target audience | | | | |
|  | | | | |
|  | | | | |
| CAMPAIGN LOOK AND FEEL | | | | |
| Detail the desired reaction of the target audience | | | | |
|  | | | | |
| CAMPAIGN MESSAGE | | | | |
| Define key benefits of the product, describe its value, and describe the desired target audience take away | | | | |
|  | | | | |
| COMPETITIVE ANALYSIS | | | | |
| Describe competitors, their campaign messages, research findings, and supporting information - list any document attachments | | | | |
|  | | | | |
| IMAGE REQUIREMENTS | | | | |
| **GRAPHICS** | List needed imagery and projected sources | | | |
| **PHOTOGRAPHY** | List needed imagery and projected sources | | | |
| **MULTIMEDIA** | List needed imagery and projected sources | | | |
| OTHER | | | | |
| Include any other critical information | | | | |
|  | | | | |
|  | | | | |
|  | | | | |
| COMMENTS AND APPROVAL | | | | |
| CLIENT CONTACT NAME AND TITLE | | | | |
|  | | | | |
| COMMENTS | | | | |
|  | | | | |
| DATE | SIGNATURE | | | |
|  |  | | | |
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