



Marketing Campaign Brief Template

「 Your Logo Here 」

Your Name
Influencer Strategist
@ Brand

Using a marketing campaign brief template lets you jump right into planning. Download our free marketing campaign brief template that captures every detail.

Campaign Name:

[Give your campaign a unique and descriptive name for easy reference]

Campaign Date:

[Estimated date range your campaign will run]

Budget: [\$XXXXXX]

Production Timeline:

[Estimated date range to develop the campaign]

Campaign Management

Campaign Leader:

[Name of person managing the campaign]

[Contact information]

Campaign Participants:

[Name] [Role in the campaign] [Contact information]

[Name] [Role in the campaign] [Contact information]

[Name] [Role in the campaign] [Contact information]

[Name] [Role in the campaign] [Contact information]

[Name] [Role in the campaign] [Contact information]

Campaign Details

Objective:

[Share the reason behind the campaign]

Campaign Strategy:

[Give a description of the campaign, what the campaign will include, how it will be executed, and the desired outcomes]

Marketing Channels:

[Include all marketing channels that will be used in the campaign. List specific social media networks, media outlets, blogs, names of influencers, etc.]

Customer Journey:

[Give an overview of how the audience will engage with the campaign. For example, they click an ad on Facebook, fill out a form, and receive a coupon]

Audience

Buyer Persona:

[Share the buyer persona(s) you're targeting in this campaign, if you have/use personas]

OR

Target Audience Description:

[Create a picture of your target customer, including age, gender, income, career, geographic location, behaviors, pain points, etc.]

Market Research:

[Include details from focus groups, market research, or other data sources to highlight what this target audience responds to in marketing. Are they time poor? Do they choose luxury items when available? How do certain colors affect their engagement?]

Buying Motivations:

[What encourages this audience to take action?]

Competition

Our Competitors:

[List a few competitors directly related to the product, service, or element you're marketing]

Strengths:

[List items that make you a better choice or put you in a better market position compared to competitors]

Weaknesses:

[List items that your competitors may be excelling at better than you]

Opportunities:

[List items that could give you a competitive edge with this marketing campaign]

Threats:

[List items that could negatively affect the outcome of your marketing efforts, such as the economy, weather, competitors bidding on the same keywords, etc.]

Deliverables

[These are sample items to get you started. Add or delete items in this list as needed.]

Images

[Details about deliverables] [Person in charge] [Deadline for deliverables]

Videos

[Details about deliverables] [Person in charge] [Deadline for deliverables]

PPC Ad Copy

[Details about deliverables] [Person in charge] [Deadline for deliverables]

Social Media Copy

[Details about deliverables] [Person in charge] [Deadline for deliverables]

Blog Articles

[Details about deliverables] [Person in charge] [Deadline for deliverables]

Blog/Media Outreach Email Copy

[Details about deliverables] [Person in charge] [Deadline for deliverables]

Influencer Outreach Email Copy

[Details about deliverables] [Person in charge] [Deadline for deliverables]

Email Copy

[Details about deliverables] [Person in charge] [Deadline for deliverables]

Metrics and KPIs

[These are sample items to get you started. Add or delete items in this list as needed.]

Click-through Rate: [Total] [Target]

Email Open Rate: [Total] [Target]

Cost per Click: [Total] [Target]

Cost per Lead: [Total] [Target]

Total Engagements: [Total] [Target]

Total Conversions: [Total] [Target]

Return on Ad Spend: [Total] [Target]

Keyword Rankings Metrics: [Total] [Target]

Website Traffic Lift: [Total] [Target]

Marketing Qualified Leads: [Total] [Target]

Sales Qualified Leads: [Total] [Target]

New Social Media Followers: [Total] [Target]

Brand Sentiment Growth: [Total] [Target]

Brand Salience: [Total] [Target]

Media Placements: [Total] [Target]

Earned Media Value: [Total] [Target]

Share of Voice: [Total] [Target]

Reach: [Total] [Target]

Impressions: [Total] [Target]