**Marketing Campaign Brief Form**

**1. Campaign Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Campaign Title:** |  | | |
| **Campaign Type:`** | **(Digital, Print, Event, etc.)** | | |
| **Start Date:** |  | **End Date:** |  |

**2. Business & Campaign Objectives**

|  |  |  |  |
| --- | --- | --- | --- |
| **Primary Objective** | (e.g., Brand Awareness, Lead Generation, Sales Boost): | | |
| **Key Performance Indicators (KPIs):** | ☐ Website Traffic | ☐ Leads Generated | ☐ Sales Conversions |
| ☐ Social Media Engagement | ☐ Other: |  |

**3. Target Audience**

|  |  |
| --- | --- |
| **Demographics:** | (Age, Gender, Location) |
| **Psychographics:** | (Interests, Values, Lifestyle) |
| **Customer Persona/Segment:** |  |

**4. Campaign Messaging**

|  |  |
| --- | --- |
| **Key Message/Slogan:** |  |
| **Tone & Style:** | ☐ Formal ☐ Casual ☐ Persuasive ☐ Informative ☐ Other: |
| **Call-to-Action (CTA):** |  |

**5. Channels & Platforms**

|  |  |  |  |
| --- | --- | --- | --- |
| **Planned Channels:** | ☐ Social Media (Facebook, Instagram, LinkedIn, etc.) | | ☐ Email Marketing |
| ☐ Search Ads (Google, Bing) | ☐ Print Media | ☐ Events/Trade Shows |

**6. Budget & Resources**

|  |  |  |  |
| --- | --- | --- | --- |
| **Estimated Budget:** |  | | |
| **Breakdown (if applicable):** | Digital Ads: | Content Creation: | Events: |
| Other: |  |  |

**7. Roles & Responsibilities**

|  |  |  |  |
| --- | --- | --- | --- |
| **Campaign Manager:** |  | | |
| **Creative Team Lead:** |  | **Copywriter:** |  |
| **Designer:** |  | **Other Key Staff:** |  |

**8. Timeline & Deliverables**

* **Milestone 1:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_ / \_\_\_ / \_\_\_\_
* **Milestone 2:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_ / \_\_\_ / \_\_\_\_
* **Final Delivery:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_ / \_\_\_ / \_\_\_\_

**9. Approval**

* **Approved By (Manager/Director):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* **Date:** \_\_\_ / \_\_\_ / \_\_\_\_