**Campaign Brief Template**

*Last Update: May 2024*

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***This is a template for a campaign brief to define a campaign’s goals, target audience and development parameters - the italicized text is intended to provide additional context and examples.***

*Tip: Information documented here can also be used to prepare a creative brief, as many of the sections will repeat.*

**CAMPAIGN OVERVIEW**

*Provide a high level summary of the campaign here. Describe its objectives, duration, and other details that would help someone get up-to-speed.*

**BUSINESS GOAL**

*A single goal such as generating leads, generating sales, creating awareness,etc.*

**MARKETING GOALS**

*Actionable and trackable goals for the campaign.*

**STRATEGIC PRIORITIES**

*What is the hierarchy/priorities for your campaign’s approach (i.e., speed to market, immediate results, learnings, etc.)*

**CHANNELS**

*Ways that marketing messaging will be deployed to audiences.*

**TARGET AUDIENCE**

*Demographic information of the target user of your product to inform media targeting to reach the people most likely to use/need your product or service (such as age, gender, HHI, education level, etc.****)***

**TRACKING & REPORTING**

*How the campaign will be implemented and tracked. This would include tools/technology such as:*

* *Google Analytics 4*
* *Action event tracking*
* *Google Tag Manager*
* *Third party pixels (i.e., Meta)*
* *Database to house and automate the management of Leads*
* *CRM to track the status of Leads generated and automatically move them through the conversion funnel*
* *Google Data Studio dashboard to monitor and provide visibility into campaign performance*

**BUDGET**

*Funding allocated for the marketing campaign including paid media, creative production, technology/tool licensing, outsourcing, etc.*

**METRICS FOR SUCCESS**

*The measure(s) used to evaluate and determine the success of the campaign. These should align with the marketing goals and could include things like:*

* *Visits | Cost Per Visit*
* *Leads (someone who provides contact information for ongoing communication)*
* *Registrations | Cost Per Lead*
* *Enrollments | Cost Per Enrollment*

**METRICS FOR CONSIDERATION**

*Metrics used for learning, not for optimizing the campaign activity. Typically involves data that is not immediately available or for actions that take a long time to come to fruition).*

**STRATEGIC APPROACH**

*Explanation of overall approach to marketing campaign. Can include rationale behind specific tactics here as well.*

**CALL TO ACTION**

*The action you are asking your audience to take (i.e., learn more, register now, enroll now, etc.)*

**TIMEFRAME**

*Indicate target live date and/or other time-related considerations.*

**EXECUTIONAL CONSIDERATIONS**

*Specify any “brand” requirements (i.e., the campaign must use existing logo, typography, color palette, photography style, etc.) and/or expected needs (i.e., a logo will need to be created, a microsite will need to be developed to support the campaign, etc.)*