## Creative Brief Template

What are your brand values?

What are your objectives?

Define Your Target (Audience)

Define Your Secondary Target (Audience)

What are your brand guidelines? Provide any information that must be included in your marketing initiatives (Logo, words that need to be included or excluded, brand book)

What message or features do you want to keep out of scope?. (Exclusions)

What is the tone for the messaging and what words describe your brand?

What problem are you solving?

How are you solving the problem?

What are the key benefits you provide in solving this problem?

What is the key differentiator between what you offer and what else is in the market today? (Competitive advantage)

What channels and tactics will you use to communicate this message?

What are your deliverables for your marketing initiatives? (How many assets will you need to create? Video, webinars, social media posts, and newsletters…) Be specific.

What is the timeline for these deliverables to be completed?

Who is accountable for providing these assets?

What do you want your audience to take away from your campaigns? How do you want them to feel?

What action do you want your audience to take after viewing your marketing efforts? (subscribe, buy, learn more)

What facts and emotional reasons will make people buy/convert?

What are your project goals?

How long will you continue these efforts? (Set your timeline.)

What defines success?

How and when will you measure the results of your efforts?

How much is a lifetime client worth to you?

How much are you willing to spend to win a new client?

What is the approval process for launching these initiatives?