

Content Marketing Creative Brief

Project Overview

Provide a concise summary of the content marketing project. State the purpose and the key deliverables.

Objectives

- What are the main goals? (e.g., brand awareness, lead generation, engagement)
- How will success be measured?

Target Audience

- Who is the intended audience?
- Key demographics and psychographics
- Pain points and motivations

Key Messages

- What core ideas or messages should the content communicate?
- Any specific value propositions or calls to action?

Tone & Voice

Describe the tone and voice guidelines for the content (e.g., friendly, formal, authoritative).

Deliverables

- Type of content required (e.g., blog post, infographic, video)
- Word count, format, or other specifications
- Quantity and deadlines

Distribution Plan

- Where and how will the content be published?
- Key channels or platforms

Stakeholders & Approvals

- Key contacts involved in the project
- Review and approval process

References & Notes

- Relevant links, inspiration, or existing content
- Any additional notes or requirements

