

# Email Marketing Campaign Creative Brief

## Campaign Name

Enter campaign name

## Date

YYYY-MM-DD

## Owner

Name or Team

## Send Date

YYYY-MM-DD

## Campaign Overview

Brief summary of the campaign

## Objective

What are you trying to achieve?

## Target Audience

Describe the intended audience

## Key Message(s)

Main message or offer

## Call to Action

What should the recipient do next?

## Content Outline

Describe sections, headlines, or bullet points

## Subject Line

Draft subject line

**Preview Text**

Draft preview text

**Design & Branding Directions**

Logos, brand colors, fonts, images, etc.

**Success Metrics / KPIs**

How will success be measured?

**Additional Notes**

Anything else?