

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?