

# Social Media Marketing Brief

## Client Details

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**Company Name:**

*[Enter company name]*

**Contact Person:**

*[Enter name and title]*

**Email / Phone:**

*[Enter contact info]*

**Website:**

*[Enter website URL]*

## Project Overview

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*Briefly describe the business and what you hope to achieve through social media.*

## Objectives

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- [E.g. Increase brand awareness, drive website traffic]*
- [List specific objectives]*

## Target Audience

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- [Describe demographics, interests, locations, etc.]*

## Key Messages & Tone of Voice

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*[What main messages should be communicated? What is the desired tone and style?]*

## Competitors & Industry

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*[List main competitors or industry references for inspiration]*

## Channels & Platforms

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- [E.g. Instagram, Facebook, LinkedIn, TikTok]*
- [Any additional channels/platforms]*

## Content Preferences

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*[Types of content: video, images, stories, carousels, etc.]*

*[Any required brand assets or restrictions]*

## KPIs & Measurement

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*[How will success be measured? E.g. followers, engagement, CTR, leads]*

**Timeline**

*[Campaign start/end dates, key milestones]*

**Budget**

*[Estimated budget or range for social media marketing]*

**Additional Notes**

*[Any other specific requests, information, or requirements]*