

Digital Campaign Brief Outline

01. CAMPAIGN OVERVIEW

Project Name

Background & Purpose

Key Dates & Timeline

02. OBJECTIVES

Primary Goals

03. TARGET AUDIENCE

Demographics & Psychographics

Key Insights

04. KEY MESSAGES & VALUE PROPOSITION

Core Message

Supporting Points

05. DELIVERABLES

- e.g. Social Posts
- e.g. Banner Ads
- e.g. Landing Page

06. BUDGET & RESOURCES

Budget Range

Stakeholders & Contacts

07. METRICS & KPIS

Success Measurement

08. APPROVAL & NEXT STEPS

Decision Makers

Timeline for Feedback