

Content Marketing Campaign Brief for Product Storytelling

1. Campaign Overview

Product Name:

Campaign Title:

Brief Summary:

2. Objectives

What does this campaign aim to achieve?

3. Target Audience

Describe audience demographics, interests, and challenges:

4. Key Messages & Story Angles

What story do we want to tell about this product?

5. Content Types & Formats

Which content formats will be used?

- Blog articles
- Social media posts
- Videos
- Email newsletters

- Other: _____

6. Distribution Channels

Where will content be published and promoted?

7. Timeline & Milestones

Key dates and stages:

8. Metrics & KPIs

How will success be measured?

9. Stakeholders & Roles

Who is involved and what are their responsibilities?
