Social Media Promotion Campaign Brief

Product Release

1. Campaign Title

Enter campaign name

2. Product Overview

Brief description of the product

3. Objectives & Goals

Define campaign objectives (e.g., awareness, engagement, conversions)

4. Target Audience

Describe target demographics, interests, etc.

5. Key Messages & Hashtags

List main messages and hashtags

6. Platforms

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter
- ☐ LinkedIn
- ☐ TikTok

7. Timeline

e.g., June 1 - June 30, 2024

8. Deliverables

List required creative assets, posts, stories, etc.

9. KPIs & Measurement

Define key performance indicators (e.g., reach, clicks, shares)

10. Notes & Approvals

Add any additional notes or approval requirements