

Digital Marketing Campaign Brief

Campaign Title

Enter campaign name

Campaign Objective

State the main objective

Background & Context

Provide context and background information

Target Audience

Describe target audience

Key Messages

List the main messages

Channels & Platforms

Specify marketing channels

Deliverables & Assets

List required deliverables

Timeline

Enter campaign timeline

Budget

Enter estimated budget

KPIs & Success Criteria

Define key performance indicators

Key Stakeholders

List main stakeholders