

MARKETING CAMPAIGN BRIEF

BUSINESS NAME:
BUSINESS ADDRESS:

BUSINESS SLOGAN:

Date Document Created:	
Document Version:	
Name of Document Creator:	

[\[Insert Company Website Link\]](#)

MARKETING CAMPAIGN BRIEF CONTENTS

<u>Sections</u>	<u>Page Number</u>
Overview & Background	3
1 Background	3
2 Dates, Timelines & Milestones	4
3 Opportunities, Challenges, & Dependencies	5
Campaign Scope	6
4 Objectives & Goals	6
5 Audiences	7
6 Deliverables & Collateral	8
7 Channel Mix	9
Campaign Management	10
8 Budget & Resources	10
9 Activity Outcomes & Targets	11
10 Roles & Responsibilities	12

DOCUMENT INSTRUCTIONS

- ***DON'T FORGET TO DISCARD THE GUIDANCE IN RED***
- *This Marketing Campaign Brief Template will take you through everything you need to write a professional brief with clear guidance on what to include in each section*
- *Use this to ensure your team and business fully understand and buy into your marketing goals and activities*

1. BACKGROUND

This is a brief summary or introduction about the entire marketing plan (Write this at the end):

- *Include a high level executive summary of the campaign*
- *Include a summary from each section of the document*
- *Include at least 5 key goals and objectives the supplier should achieve*
- *List supporting documents*

.....

[Insert Company Logo]

[\[Insert Company Website Link\]](#)

2. DATES, TIMELINES AND MILESTONES

When will the campaign activities be carried out and by who? Include activities that will be carried out in preparation, during, and after the plan. Clearly mark out milestones in a different colour – A milestone is a significant event/ activity in the development and carrying out of the marketing activities

No.	Activity	Sub-Task	Start Date	Finish Date	Owner	Comments
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						
9.						
10.						
11.						
12.						
13.						
14.						
15.						
16.						
17.						
18.						
19.						
20.						
21.						
22.						
23.						
24.						
25.						

.....

3. OPPORTUNITIES, CHALLENGES, AND DEPENDENCIES

Review the business, industry, and previous marketing activities and what you learnt. These insights and learning’s should influence the development of this marketing plan. Anything written here should be factual. Only note things that will impact the way that you market the product, service or information. If you don’t know the answers, ask yourself if getting the answers are important? How can you find answers? Will not finding answers be risk to marketing?

Opportunities: *What current and future opportunities can this marketing campaign exploit?*

Challenges: *What current and future challenges should this marketing campaign be aware of, cause a risk or issue, and should be avoided or potentially exploited?*

Dependencies: *Are there any dependencies that will influence the marketing campaign and activities?*

Opportunities	Challenges
<ul style="list-style-type: none"> • <i>What changes within the bank could the campaign use?</i> • <i>What trends could the business take advantage of to strengthen this marketing campaign?</i> • <i>What changes in the market or industry can the business exploit?</i> • <i>What strengths or weaknesses can the business turn into opportunities for this campaign?</i> • <i>Etc.</i> • 	<ul style="list-style-type: none"> • <i>What business projects or previous campaigns create a potential risk and issue?</i> • <i>Are there any upcoming changes e.g. structural or cultural issues that could cause a risk to this marketing campaign?</i> • <i>What changes in the market or trends could hurt or damage the campaign?</i> • <i>Do business weaknesses create any risks or issues?</i> • <i>Etc.</i> •
Dependencies	
<ul style="list-style-type: none"> • <i>Are there any business projects that must be delivered for the campaign to begin or carry out any activities?</i> • <i>What business changes to e.g. strategy, staff or finances are happening which impact the campaign?</i> • <i>Is there any internal governance that must happen for the campaign or its marketing activities to begin e.g. sign-off and approval from directors or confirmation of budget?</i> • <i>Etc.</i> • 	

.....

[Insert Company Logo]

[\[Insert Company Website Link\]](#)

4. OBJECTIVES AND GOALS

What will the marketing activities and plans achieve in the next 3, 6, 12months, 2 or 5 years? Make these Specific, Measureable, Achievable, Realistic, and Target-bound [SMART]. The objectives should be strategic by explaining what the business will do. Not how you will do it [websites, events, etc. come later!!] The objectives should reflect the points noted in the market insights section

.....

5. AUDIENCES

Marketing Audience Insights: (Who are the audience for this marketing campaign? How will they be segmented by e.g. demographics, behaviours, or attitudes? What are their emotional needs e.g. I'm worried I can't afford the product? What are their functional needs e.g. the product is cheap?)

Table with 4 columns: Audience Segment, Sub-segment, Functional Needs, Emotional Needs. Rows 1-6.

.....

Marketing Audience Insights: (Who are the audience for this marketing activity? How does the audience 'think, feel, do, and say'?)

Table with 5 columns: Segment / Sub-segment, Think, Feel, Do, Say. Rows 1-6.

.....

[Insert Company Logo]

[\[Insert Company Website Link\]](#)

6. DELIVERABLES AND COLLATERAL

Marketing Deliverables: *(What deliverables will be created for the overall campaign and each activity such as materials, products, websites, blog articles? – give details of the collateral to be developed, what’s in scope and out of scope, the date its should be created by, and why it should be created e.g. to help gain customers)*

Deliverables	In/Out of Scope	Due Date	Description	Purpose
1.				
2.				
3.				
4.				
5.				
6.				

.....

Marketing Collaterals: *(What key media materials will be created to support sales? What will be created for the overall campaign and each activity such as posters, flyers, E-magazines? – Give details of the collateral to be developed, what’s in scope and out of scope, the date its should be created by)*

Collaterals	In/Out of Scope	Due Date	Description
1.			
2.			
3.			
4.			
5.			
6.			

.....

7. CHANNEL MIX

What advertising channels does the business currently use, and intend to use? How long will the current advertising last? Who are the target customers or audience? How much will you spend?

Channel / method	Timeline	Budget	Target customers
1.		£	
2.		£	
3.		£	
4.		£	
5.		£	
6.		£	

.....

8. BUDGET AND RESOURCES

Marketing activities *(What budget is allocated for different marketing activities?)*

Marketing Activity	Month					
	January	February	March	April	May	June
1.	£	£	£	£	£	£
2.	£	£	£	£	£	£
3.	£	£	£	£	£	£
4.	£	£	£	£	£	£
5.	£	£	£	£	£	£
6.	£	£	£	£	£	£

Resources *(What budget is allocated for potential resources that will be put on, contracted, or hired for the marketing campaign?)*

Resource/ Job Role	Month					
	January	February	March	April	May	June
1.	£	£	£	£	£	£
2.	£	£	£	£	£	£
3.	£	£	£	£	£	£
4.	£	£	£	£	£	£
5.	£	£	£	£	£	£
6.	£	£	£	£	£	£

[Insert Company Logo]

9. ACTIVITY OUTCOMES AND TARGETS

Rational: *Why is the business carrying out these marketing activities or campaign?*

.....

Supplier Target: *What should the marketing suppliers activities achieve? Not what the marketing campaign should achieve because this is already covered in Section 4 Objectives and Goals.*

.....

Outcomes: *What key outcomes will the marketing campaign achieve e.g. increase customers, more website traffic etc.? How will these be measure? What are the targets for those outcomes? When must the outcomes be achieved?*

Outcome	Measure	Target	Due Date

.....

[[Insert Company Website Link](#)]

[Insert Company Logo]

10. ROLES AND RESPONSIBILITIES

Activity or Task	Deliverables	Responsible (person who creates or produces the work)	Accountable (person who signs-off or approves the work)	Consulted (person providing input towards the work)	Informed (person to be informed and kept in the loop)
<p><i>These can also be the activities identified in section 2 Dates, Timelines, and Milestones</i></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> • <i>Define campaign objectives</i> • <i>Identify marketing campaign stakeholders</i> 	<p><i>These can also be the deliverables and collaterals identified in section 6 Deliverables and Collateral</i></p> <p><i>Examples:</i></p> <ul style="list-style-type: none"> • <i>Final SMART objectives for the project</i> • <i>Stakeholder matrix</i> • <i>Stakeholder map</i> 	<p><i>Enter the name of the persons who have agreed to create/produce the activity. This may include internal or external employees</i></p>	<p><i>Enter the name of the persons who will sign-off and approve the deliverable. This will likely be the person who asked for the deliverable to be completed and should be the ultimate approver. This will likely be only one person.</i></p>	<p><i>Enter the names of those we want input or expertise from the deliverable. These people will need to input their view in the final deliverable but they do not have the right to change or agree the final outcome. The campaign should not consult for the sake of consulting. Only if it adds value to marketing.</i></p>	<p><i>Enter the names of those we should be informed about the activity. The campaign is not seeking the permission of this group.</i></p>
Activity 2					
Activity 3					
Activity 4					

[Insert Company Website Link]