

Creative Brief Template

Get the most from your content by laying out your strategy first. This template will ensure your creative team can hit the ground running and create fantastic content that aligns with your marketing goals and helps you stand out.

The Basics

Topic:

Working titles:

Content type (eg. article, infographic):

Length:

Creator(s):

Key internal point of contact:

Budget:

Publish date:

Internal due dates:

Additional description of deliverable:

Other materials required (eg. design elements):

Messaging and Direction

Project:

Audience/demographic:

Goal (eg. read another article, sign up for a demo):

Be sure to mention (include relevant messages, links, resources and key benefits):

Do NOT mention:

Primary keyword:

Secondary keywords:

Additional resources

Brand voice or style guidelines:

Internal resources to use:

External resources: