

Project Overview

Project Name:

Objective(s):

Brand Awareness

Lead Generation

Sales Conversion

Customer Education

Other:

Target Audience:

Key Message(s):

Branding and Messaging

Tone of Voice:

Formal

Informal

Professional

Friendly

Persuasive

Other:

Brand Guidelines:

Unique Selling Proposition (USP):

Project Details

Type of Content:

Website Content

Blog Posts

Social Media Posts

Email Campaigns

Ad Copy

Product Descriptions

Other:

Format and Structure Preferences:

Word Count:

SEO Keywords:

Call to Action (CTA):

Logistics

Deadline(s):

Budget:

Project Stakeholders:

Approval Process:

Background Information

Competitor Analysis:

Previous Campaigns / Content:

Legal or Compliance Considerations:

Creative Input

Images and Visuals:

Tone and Style Examples:

Reference Materials:

Feedback and Revisions

Preferred Communication Channel for Feedback:

Email

Project Management Tool

Meetings (virtual/in-person)

Number of Revision Rounds:

Miscellaneous

Potential Challenges or Obstacles:

Additional Notes or Requests:

This Briefing Checklist is for display use only – this form is a sample for educational purposes.