

Marketing Campaign Brief Template

OBJECTIVES & GOALS

What do you want to accomplish?

FINANCIAL IMPACT

What's the expected revenue, cost, and return on investment?

TARGET CUSTOMERS

Whom are you trying to reach?

MARKETING MESSAGE

What pain points do your product/service solve?

MARKETING MIX

How are you going to get your message to your audience?

PRODUCTION

What steps do you take to launch this campaign?

TRACKING & REPORTING

How will you measure your success?
