

# 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?