



## Digital Marketing Brief: Guide

### TO COMPLETE THIS DIGITAL MARKETING BRIEF DIGITALLY:

Save this PDF file to your computer

Within Acrobat, click on the TOOLS tab and select "Prepare Form".

Select this file. Acrobat will add the form fields automatically.

Add new form fields from the top toolbar, and adjust the layout using tools in the right pane.

Fill out information and sign

Save the filled out PDF form and send it back to Shout & Co.:

[info@shoutandco.com](mailto:info@shoutandco.com)

Alternatively, print this brief, fill it out and scan back to Shout & Co.:

[info@shoutandco.com](mailto:info@shoutandco.com)





## Digital Marketing Brief

### YOUR CONTACT DETAILS

Name: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### YOUR SOCIAL MEDIA PROFILES (where relevant)

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

Twitter: \_\_\_\_\_

LinkedIn: \_\_\_\_\_

Website: \_\_\_\_\_

Online Store (if different to website above): \_\_\_\_\_

Other: \_\_\_\_\_

### WHAT ARE YOUR GOALS FOR YOUR DIGITAL MARKETING?

DESCRIBE YOUR PRODUCT OR BRAND IN ONE SENTENCE

WHAT IS YOUR BRAND'S TONE OF VOICE?

WHO ARE YOUR KEY COMPETITORS?

WHAT AREAS DO YOU WANT TO INCLUDE WITHIN YOUR MONTHLY DIGITAL MARKETING? (Mark with an "x" where appropriate)

Digital Marketing Strategy:	<input type="checkbox"/>	
Social Media Strategy:	<input type="checkbox"/>	As a stand alone
Hashtag Strategy:	<input type="checkbox"/>	As a stand alone
Social Media Posting:	<input type="checkbox"/>	
Community Management:	<input type="checkbox"/>	
Newsletters (# per month?):	<input type="checkbox"/>	
Blog Posts (# per month?):	<input type="checkbox"/>	
Product / Food Photography:	<input type="checkbox"/>	A product / food brief will be required
Video Content:	<input type="checkbox"/>	A video brief will be required
Housekeeping of social profiles:	<input type="checkbox"/>	
Pay-Per-Click Advertising:	<input type="checkbox"/>	
Other? (please specify):	<input type="checkbox"/>	

**IF YOU SELECTED SOCIAL MEDIA POSTING: WHAT WEEKLY FREQUENCY ARE YOU EXPECTING?**

**IF YOU DID NOT SELECT PHOTOGRAPHY - PLEASE ADVISE WHERE IMAGES ARE SOURCED FROM:**

**IF YOU SELECTED NEWSLETTERS: WHAT MONTHLY FREQUENCY ARE YOU WANTING? DO YOU HAVE A CURRENT TEMPLATE IN PLACE THAT YOU WANT TO USE? WHAT TOPICS / THEMES DO YOU WANT COVERED?**

**IF YOU SELECTED BLOG POSTS: WHAT MONTHLY FREQUENCY ARE YOU WANTING? WHAT TOPICS / THEMES DO YOU WANT COVERED?**

**IF YOU SELECTED PAY-PER-CLICK ADVERTISING: WHAT PLATFORMS NEED TO BE COVERED & MONTHLY BUDGET** (Pay-per-click advertising budgets are not covered by your monthly retainer and will be added to your invoice)

**PLEASE LIST ALL THE PRODUCTS / SKUs THAT NEED TO BE COVERED BY DIGITAL MARKETING**

**ANY REFERENCE IMAGES OR BRANDS THAT CAPTURE THE LOOK YOU ARE AFTER?** (please email them to [info@shoutandco.com](mailto:info@shoutandco.com))

**HAVE YOU HAD PREVIOUS DIGITAL MARKETING ASSISTANCE FROM OTHER AGENCIES? IF SO, PLEASE INCLUDE ANY INSIGHTS YOU'D LIKE CAPTURED**





## Confirmation

Your Name: \_\_\_\_\_

Your Company Name: \_\_\_\_\_

Your Signature: \_\_\_\_\_

Date: \_\_\_\_\_

By signing this brief, you are accepting Shout & Co.'s Terms & Conditions as set out below.

### SHOUT & CO'S Terms & Conditions for Digital Marketing & Social Media Services:

- All information submitted above by the client will be treated by Shout & CO. with complete confidentiality.
- By agreeing to these terms & conditions, the client confirms that Shout & Co. is entitled to use any and all imagery (where created for the client) on social media, websites, blogs and other online media unless expressly denied by the client.
- If you have selected the photography / video option and are not completely happy with the imagery produced, please let Shout & Co. know in writing within 1 day of receiving the images. Feedback can be sent to: [info@shoutandco.com](mailto:info@shoutandco.com). Any changes requested outside of this time period will be charged at \$85/hour (GST included)
- The cost of couriering product back to the client will be added to the client's monthly invoice for full settlement. Shout & Co. cannot not be held responsible for any loss or damage to product once it has been couriered back to the client.
- In some cases, the product will be opened or used where required. Any requests for product to remain closed or unused needs to be submitted to Shout & Co. along with this brief. Shout & Co. cannot be held responsible if this request reaches us at or after the shoot has taken place.
- Shout & Co. cannot be held responsible where information supplied by the client during or after the briefing stage is incorrect or inaccurate.
- Should monthly, retainer Digital Marketing and / or Social Media services be cancelled, notice of 1 month is required, in writing to [info@shoutandco.com](mailto:info@shoutandco.com).