

Create Your Marketing Brief!

Follow the questions below to create a detailed briefing document for your internal or external marketing partners to align expectations and outcomes.

Context & Business Strategy

What does your company do? List all your products or services.

What is your mission and vision?

What are your current business goals and what are the goals for this project?

Are you planning any new product launches or other new initiatives?

What campaigns are you running or planning to launch in the near future?

Teamwork & Collaboration

Who are the key stakeholders of the project and who is the project owner?

Who are the different collaborators?

Who is responsible for what?

Competitive Positioning

Who are your competitors?

What makes your business unique?

What do competitors do better?

Brand Identity

What are your core brand messages?

Describe your brand values:

**Describe your brand voice and tone.
Provide examples.**

Inspiration

Are there companies that you admire for their communications?

What do they do well? Why do you admire them?

Share examples of websites, campaigns etc. that you love.
