

Sample Marketing Brief

Author:

Date:

Describe project:

Example: Integrated marketing campaign to for . . .

Why are we doing it?

Example: To drive qualified candidates to web landing page and fill out a “for more information” form

What are the desired outcomes and impact?

1. To enroll 5 or more students in the . . . class that begins . . .
2. To collect candidates information to nurture for later classes

What needs to be accomplished?

1. List steps and deadlines

Who will complete these tasks?

1. List who is responsible for each

How does this support strategic initiatives?

Target Audience (with demographics if possible):

Challenges and/or Concerns:

Outputs and/or Deliverables (including analytics):

Schedule:

Budget and Cost Center(s):

Evaluation: What did we accomplish?