

GACCS MARKETING BRIEF TEMPLATE

Use this GACCS framework to create a clear and focused brief for any marketing project. You can read more about how to use GACCS [in this newsletter](#), and we made [an interactive GACCS brief builder in Lovable here](#).

GOALS

- OKR:
- KPI:
- Why:
- Non-goals:

AUDIENCE

- Audience segment or ICP:
- Funnel stage(s):
- Prospects and/or Existing customers?

CREATIVE/Fuel

- Unique POV or key message:
- Related storyline/narrative:
- Creative requirements:

CHANNELS

- Growth tactics:
- Distribution Channels:
- Conversion Paths:

STAKEHOLDERS

- DRI (directly responsible individual):
- Fuel Owner (if relevant):
- Engine Owner(if relevant):
- Contributors:
- Reviewers:

FRAMEWORK
**G.A.C.C.S
BRIEF**

Use this brief to make sure you are prioritizing impactful work & to drive alignment

MKT1



GOALS

WHY IS THIS A PRIORITY?

Why? • Related OKR • KPIs
Non-goals



AUDIENCE

WHO ARE YOU TARGETING?

ICP(s) • Funnel stage



CREATIVE

WHAT'S THE "FUEL STRATEGY?"

Primary message • Core assets
• Related storyline



CHANNELS

WHAT'S THE "ENGINE STRATEGY?"

Growth tactics • Channels
• Conversion paths



STAKEHOLDERS

WHO IS INVOLVED?

DRI • Fuel owner • Engine owner
owner • Reviewers

Guide for filling out GACCS Template

GOALS

Why are you working on this now?

- Summary of what you are creating
- What's the primary KPI you are trying to impact?
- What OKR does this support?
- What brand perception or content pillar does this support?
- What keyword are you targeting? (If relevant)
- Why are you creating this specifically? Why did you choose this path vs. other paths considered? (Optional)
- Non-Goals (Optional)

AUDIENCE

Who is it for? Be specific.

- Are you targeting prospects, customers, or both?
- Who is this for? Which ICP and, if B2B, at which type of company?
- Add enough detail to help segment or target on the channels you'll use (e.g. email, social ads).
- Secondary and tertiary audiences (Optional)
- Non-focus audience (Optional)

CREATIVE

How will this work stand out? Explain what makes this work truly unique & how it will add value.

- Unique takeaway or point of view?
- How does this add value for your audience?
- Is there a resource, diagram, tool, and/or gated asset?
- Creative requirements for design and/or creative team (if relevant)

CHANNELS

How will you distribute this?

- Where is this going/what is this? (e.g. blog, web content, event)
- Organic distribution (e.g. email, social, SEO)?
- Any paid distribution? (e.g. SEM, LinkedIn, Sponsorship)
- Partner or third party distribution? (e.g. press, existing communities, Product Hunt)
- Will this link to existing assets & which ones?

STAKEHOLDERS

Who needs to be involved?

- DRI (directly responsible individual):
- Creators & Contributors:
- Reviewers:

Example 1 of GACCS Marketing Brief

Example GACCS for a blog post and gated report on benchmarks for people teams

GOALS

- Support OKR: Increase inbound MQLs to 300/month, maintaining 25% conversion rate from MQL to SQL
- Support our overall story that we have the best benchmarks for people teams
- Focus keywords: benchmarks for x
- While we have these benchmarks in product, we think providing a higher level view on these benchmarks for prospects will be a great inbound leads driver and also show that we are a trusted platform already
- Non-goals/risks: Share all of our product data and de-value this feature in the product

AUDIENCE

- People teams at 50+ person venture-backed startups
- ICP: Head of People
- Secondary ICP: Head of Total Rewards

CREATIVE / UNIQUE TAKE

- Stylized, designed benchmark chart
- Unique point of view: We have hyper-specific benchmarks from our audience that no one else has on specific policies

CHANNELS

- Blog with gated asset
- Gated asset also hosted in resource center
- Webinar 1 week after blog post to talk through these benchmarks with our founder and guest

- Existing customer email focusing on insights from benchmarks they might not get in product
- Prospect email focusing on how you can view these benchmarks now but get more details in product
- Twitter thread with data points

STAKEHOLDERS

- DRI: Emily
- Data team: Grace
- Reviewers: Devon, Ashley
- GACCS Reviewer: Founder

Example 2 of GACCS Marketing Brief

Example for conference booth and conference sponsorship for top down sales business targeting general managers at retail stores.

GOALS

- Support OKR: Drive new leads from events, that convert to scheduled meetings at x%
- Demo product for 100 Leads, drive 20% to schedule meeting at event booth
- Add 2000 general managers to our list from conference email list

AUDIENCE

- Retail General Managers at stores over x size
- Attendees of "Shop Til you Drop Conference"
- Leads who haven't yet met with Sales

CREATIVE / UNIQUE TAKE

- Reuse booth design from "Storefront Showcase"
- Update demo based on feature release last month
- Reuse pop-a shot-branded game
- Value add message: Special discount for attendees

CHANNELS

- Conference booth
- Logo on all banners and name tags

- Email with message about special discount for attendees
- Email sequence to our existing list of General Managers
- Email sequence to "Shop Til you Drops" email list

STAKEHOLDERS

- DRI: Emily
- Sales team: Spike
- Creative: Contractor - Eddie
- Contributors: Events Coordinator Contractor - Tina
- GACCS Reviewer: Spike & Tina

Example 3 of GACCS Marketing Brief

Example for product launch of paid feature intended to drive upgrades.

GOALS

- Support OKR: Increase Free to Paid Conversion from x% to y%
- Drive x% of active users to click on feature CTA in product in first 30 days

AUDIENCE

- Active free product users
- ICP 3: IT Leads
- Late-stage Startups

CREATIVE / UNIQUE TAKE

- Loom Demo Video
- GIF showing product features for email
- Styled screenshots for website
- Key Message: Run [process] X times faster

CHANNELS

- Blog post
- Twitter Thread
- In-Product - When you click on feature CTA

MKT1

- In-Product - Banner
- Website - Plans page
- Beta Customer Social Share

STAKEHOLDERS

- DRI: Emily
- Contributor: Kathleen
- PM Contributor: Megan
- Reviewer: Lenny
- GACCS Reviewers: Founders, PMs