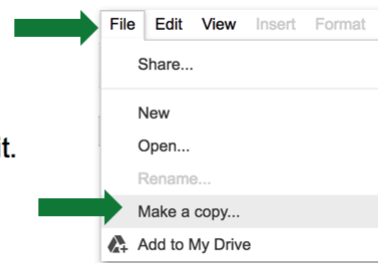


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MARKETING BRIEF TEMPLATE

Template begins on page 2.



MARKETING BRIEF TEMPLATE

CLIENT OVERVIEW

PROJECT NAME

Client Name	Your Company Name
(xxx) xxx-xxxx	(xxx) xxx-xxxx
Email	Email
Company	Company
Address Line 1	Address Line 1
Address Line 2	Address Line 2
Address Line 3	Address Line 3

PROJECT

PURPOSE AND SUMMARY

OBJECTIVES

WHAT DOES THE PROJECT WORK TO ACHIEVE?

TARGET AUDIENCE

WHO ARE WE TRYING TO REACH?

MARKETING STRATEGY

DESCRIBE THE MARKETING STRATEGY IN DETAIL.

ATTITUDE

STYLE AND TONE

SCHEDULE

PROJECTED TIMELINE, IMPORTANT DATES, AND DEADLINES

- Date
- Date
- Date

BUDGET

COMPETITION

WHO ARE OUR COMPETITORS?

DELIVERABLES

IDENTIFY AND DESCRIBE PROJECT DELIVERABLES.

COMMENTS

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