# Content Brief (Sample Template)

|  |  |  |
| --- | --- | --- |
| Message | Campaign | Start Date (Or Time) |
| Description | Name | MM/DD/20YY 23:59 |

Key Points

This message’s key points include, but are not limited to, the below:

* One.
* Two.
* Three.

Call-to-Action

All content should boil down to one (1) primary call-to-action. For this specific message, the call-to-action is: Call-to-action.

Short URL

The primary bit.ly link for this message that points back to its primary delivery channel should be provided below. If there is no link, delete this section.

<http://bit.ly/12345>

General Dependencies or Requirements

If there are any dependencies or requirements related to this content, such as a release being required before publication or a partnership’s contract being finalized, please note such dependencies below:

|  |  |  |
| --- | --- | --- |
| Dependency or Requirement | Owner(s) | ETA |
| -- | -- | MM/DD/YYYY 23:59 |

## Content Channels

For each message, there are up to 31 content channels that could be associated with that message (delete any that don’t apply) Below represents a checklist for which channels are used in this specific effort and their corresponding author(s), due date, and status. The primary content channel, to which all secondary channels point, is denoted by green.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Channel | Drafter(s) | Draft by… | Proofer(s) | Pub. mm/dd/20yy | Status |
|  | Advertisement | Karu | MM/DD/YYYY | Jones | 08/06 23:59 | Drafted |
|  | Affiliate Content  | Kane | MM/DD/YYYY | Karu | Anytime b4 08/07 | Published |
|  | Blog Post | Jones | MM/DD/YYYY | Smith | 08/07 07:00 EST | Proofed |
|  | Email Newsletter | Kane | MM/DD/YYYY | Smith | 08/07 07:00 EST | Not Started |
|  | FB Post | Smith | MM/DD/YYYY | Jones | 08/07 12:25 EST | Not Started |
|  | Tweet | Kane | MM/DD/YYYY | Jones | 08/07 14:05 EST | Not Started |
|  | Caller | -- |  | -- |  | N/A |
|  | Downloadable(s) | -- |  | -- |  | N/A |
|  | Email Alert | -- |  | -- |  | N/A |
|  | Facebook (FB) Event | -- |  | -- |  | N/A |
|  | FB Image | -- |  | -- |  | N/A |
|  | Guest Blog Post | -- |  | -- |  | N/A |
|  | Handout  | -- |  | -- |  | N/A |
|  | Help Content | -- |  | -- |  | N/A |
|  | Homepage Update | -- |  | -- |  | N/A |
|  | Huge Printable(s) | -- |  | -- |  | N/A |
|  | In-App Content | -- |  | -- |  | N/A |
|  | In-App Notification | -- |  | -- |  | N/A |
|  | Mailer | -- |  | -- |  | N/A |
|  | New Page(s) | -- |  | -- |  | N/A |
|  | Partner-Published Content | -- |  | -- |  | N/A |
|  | Partner Web Change(s) | -- |  | -- |  | N/A |
|  | .ppt (Presentation) | -- |  | -- |  | N/A |
|  | Printable(s) | -- |  | -- |  | N/A |
|  | SMS | -- |  | -- |  | N/A |
|  | Updated Page(s) | -- |  | -- |  | N/A |
|  | Video | -- |  | -- |  | N/A |
|  | Webinar | -- |  | -- |  | N/A |
|  | .xls (Spreadsheets) | -- |  | -- |  | N/A |
|  | Other: (Describe) | -- |  | -- |  | N/A |

Questions

Should you have any questions about this specific Content Brief or about this template’s general purpose and guidelines, please contact Joe Schmoe at joe@email.com or 555.555.5555.