

The CONTENT BRIEF Template



Omneya Nabil

INTRODUCTION

When you work with a content agency or freelance copywriter, it's easy to end up feeling frustrated with the content they create. And it usually boils down to misalignment, misunderstanding, or miscommunication. The best way to avoid this is to start your content creation process with a content brief.

This **Content Brief Template** is designed to simplify collaboration with content agencies or freelance copywriters, communicate your expectations and requirements from the get-go, and ensure the work meets your expectations.

By using this template, you'll save time, effort, and money. You'll also be more likely to receive high-quality content that is aligned with your business and marketing objectives.

WHO THIS BRIEF IS FOR

If you're a business owner, marketer, or brand manager looking to create high-quality content, then this **content brief template** is just what you need to kick-off the content creation process.

ELEMENTS OF THIS BRIEF

This **content brief template** is divided into three sections.

The first section, **Your Brand**, focuses on providing an overview of your brand, values, competitors, and key differentiators. This will help your agency or copywriter create content that aligns with your business and brand persona.

The second section, **Your Audience**, communicates the demographics, psychographics, and specific needs of your target audience. Understanding who your audience is and what challenges they face helps your content partner create more targeted content.

The final section, **Your Content Needs**, outlines your content goals, types, key messages, and desired call to action. This information will help your content partner understand what you're looking for and expecting from them.

HOW TO USE THIS BRIEF

1. Fill out each section: Print out the template and complete each section with as much details as possible.

2. Share with your team: Send the filled-out brief to your team members to get their input and to other stakeholders to ensure their alignment and get their buy-in.

3. Send to your content partner: Send the brief to your content agency or freelance copywriter. It will serve as the foundation for your collaboration and will provide them with all the details they need to start creating your content.

01. YOUR BRAND

Brand Statement

Describe your brand's vision, mission, and promise in one statement.

Tagline

What is your brand's tagline?

Type of Business

What is the nature of your customers and context of your business transactions?

- Business-to-Consumer (B2C) Business-to-Business (B2B)
 Business-to-Government (B2G)

Values

What values does your brand offer?

Competition

Who are your direct and indirect competitors?

Key Differentiators

What is your brand's unique value proposition (UVP)?

Do you have any existing content or marketing collaterals?

Website, articles, videos, company profile, presentations, brochures, flyers, or press releases.

- Yes No

02. YOUR AUDIENCE

Target Audience

How would you describe your prospective customers?

(Demographics & Psychographics)

Status

Are you targeting an existing or new audience? And do they know you?

Existing customers

Prospective customers

Aware of your brand

Unaware of your brand

Needs

What does your audience need on a personal and professional level?

Pain Points

What are the major challenges in their lives?

Problem

What is the core issue your audience is facing?

Solution

How does your brand solve this problem?

Comments

Are there additional insights/concerns you'd like to share?

03. YOUR CONTENT NEEDS

Objectives

What objective(s) would you like your content to accomplish?

Type of Content

What type of content are you looking to create?

Check all that apply

- | | | |
|--|--|-----------------------------------|
| <input type="checkbox"/> Website | <input type="checkbox"/> Company Profile | <input type="checkbox"/> Brochure |
| <input type="checkbox"/> Landing Page | <input type="checkbox"/> Newsletter | <input type="checkbox"/> EDM |
| <input type="checkbox"/> Press Release | <input type="checkbox"/> Blog Article | <input type="checkbox"/> Video |

Purpose

What is the purpose of your content?

Check all that apply

- | | | |
|----------------------------------|----------------------------------|------------------------------------|
| <input type="checkbox"/> Attract | <input type="checkbox"/> Inform | <input type="checkbox"/> Entertain |
| <input type="checkbox"/> Convert | <input type="checkbox"/> Educate | <input type="checkbox"/> Persuade |

Touchpoints

Where will your content be published/shared?

Key Messages

What are the main messages you want to communicate?

Call to Action

What action do you want your audience to take after consuming your content?

Style & Tone

How do you want your content to sound?

Check all that apply

- | | | |
|---------------------------------------|---|-------------------------------------|
| <input type="checkbox"/> Professional | <input type="checkbox"/> Conversational | <input type="checkbox"/> Casual |
| <input type="checkbox"/> Serious | <input type="checkbox"/> Entertaining | <input type="checkbox"/> Persuasive |
| <input type="checkbox"/> Passionate | <input type="checkbox"/> Insightful | <input type="checkbox"/> Emotional |

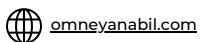
THE CONTENT BRIEF TEMPLATE

Found this useful? Here are some other resources you might like.



About Omneya Nabil

Omneya is a content strategist and copywriter with 18 years of experience working on both the agency and client side. To date, she has helped more than 75 brands in North America, Europe, and the Middle East achieve their content goals.



Omneya Nabil