Content Brief - Kennedy Group AB.

Campaign name:

Budget:

Topic or Theme:

Method > Content type or Format:

Distribution:

1. Owned
2. Earned
3. Paid

Challenge:

1. What do we want to achieve?
2. What is our aim?
3. What is our context

Primary goal:

Secondary goals (in order of priority):

1.

2.

3.

Page strategy:

Primary Audience Persona:

1. What problems do they have?
2. How do they solve these problems?
3. Where are they digitally active?

Key metrics:

Targets

Suggested page elements:

Share triggers:

Checklist:

* *Search optimised*
* *Keywords*
* *Copy format / Spelling*
* *Images*
* *Headline*
* *Branding*
* *Tone of voice*
* *Fact checked*
* *Third party references or sources*
* *Calls-to-action*

Content owner:

Date:

Version or Reference:

Location: [for example URL]

Approved:

Date: