

Content marketing template: a copywriting brief



Who this is for.

Client side resources that are looking to provide insightful and thought-provoking briefs to their creative resources.

Why you should use it.

Creating digital projects that help to support your core brand values, reach your most valuable audiences and encourage engagement requires time and effort on the client side as much as on the creative's side. Be inspiring.

Use the template.

During the content marketing process, and is specifically aimed at helping you create content that works harder within digital.

Note.

This brief is designed to support (but not replace) documents that should already be in existence within your organisation including brand guidelines, blogging guidelines, image sourcing, tone of voice and editorial style guides.

Get in touch.

Of course if you have questions or comments on the briefing template please get in touch with us through our website digitalbalance.com.au. We'd love to hear from you.

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Project Overview

Name of job	<i>[article subject]</i>
Date of brief	
Content subject area	<i>[e.g. Digital marketing > Strategy & planning]</i>
Team contact	<i>[insert name]</i>

Deadlines

1st draft	2nd draft	Final version

Overarching content position

*Remind the writer of how your brand represents itself within content marketing.
What do you stand for? Why is your content different?
e.g. At digital balance we create and share content that enables changes in digital behaviour.*

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The template

Content type - article, infographic, research report?	<i>Be very clear and upfront about what you want.</i>
Length	<i>Approximate number of words you are looking for.</i>
Where it will be used and re-used	<i>Content hub, blog name, Facebook, Twitter, Press release etc.</i>
Content category	<i>If your content is housed in a blog then make sure you are consistent in categorising and organising your content.</i>
Keywords	<i>Suggested keywords that the writer should include, based in your research.</i>
Background	<i>Why your brand wants to create this content now. e.g. 'We've conducted some new research...'</i>
Supporting evidence	<i>Provide your writer with any additional internal or external research that has driven this brief.</i>
Insight or angle	<i>The reason or purpose that your brand feels able to contribute to this subject area. This will be a combination of your overall content positioning statement and your brand's unique insight or angle for this particular piece.</i>
Tone of voice	<i>Summarise your brand's personality using your tone of voice guide so your writer can effectively portray your brand. e.g. 'At db we use conversational language that's easy to read and free of jargon. We aim to educate our audience and fulfil our content positioning of helping to change digital behaviour.'</i>
Target audience	<i>Provide information about your personas and the audiences you want to reach with this piece of content.</i>
Response	<i>What do you want the target audience to think or feel when they have read your article?</i>

Additional information

Research	<i>Details of any further research the writer needs to do around this subject area.</i>
Images	<i>Provide details of any supporting imagery that needs to be sourced by the writer. Be clear in regards to the amount of preparation you require them to do.</i>
Links	<i>A list of links referencing the sources used in the piece.</i>
Content tags	<i>Make sure the writer is familiar with your tagging process if you want them to add tags to the piece.</i>