CONTENT MARKETING FOUNDATIONS / RESOURCE 01

Give your content a clear job.

Complete this brief before filling a calendar. A focused audience, useful topic and clear next step make the plan easier to review.

Campaign or project

Planning period

Audience and the situation they are in

The question or problem we can help with

One business objective

What should this work support?

One useful audience outcome

What should someone understand or do?

The main message

Primary channel

Next action / call to action

Success measure and where we will find it

> **Example:** a web design studio helps small-business owners prepare a website brief. A useful next step is downloading a planning checklist; a practical measure is completed downloads.