Create Your Marketing Brief!

Follow the questions below to create a detailed briefing document for your internal or external marketing partners to align expectations and outcomes.

Context & Business Strategy

What does your company do? List all your products or services.

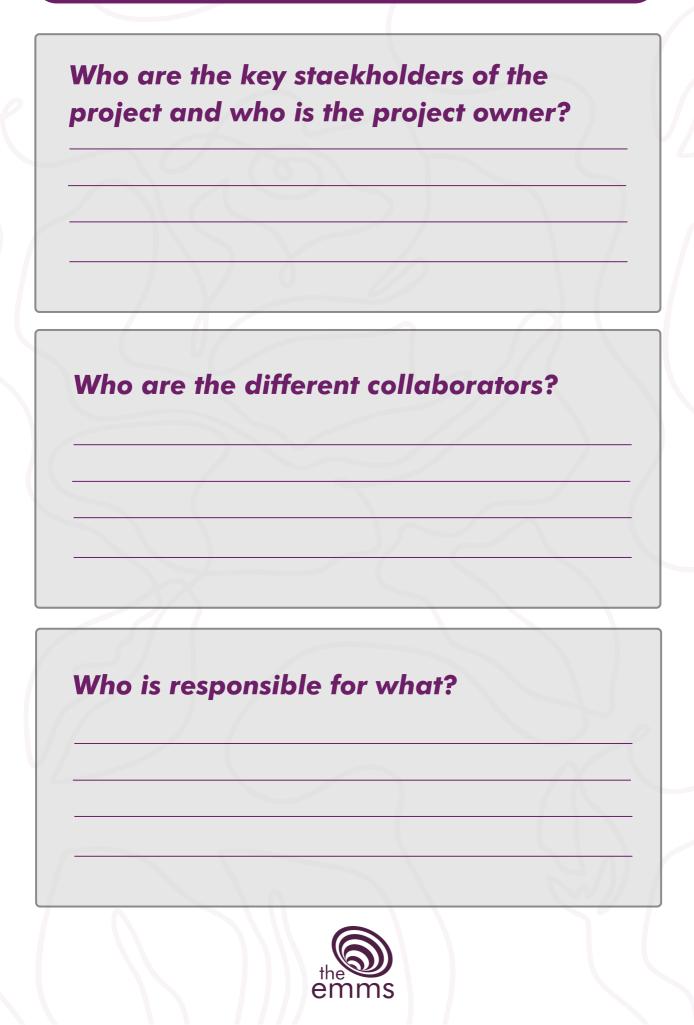
What is your mission and vision?







Teamwork & Collaboration

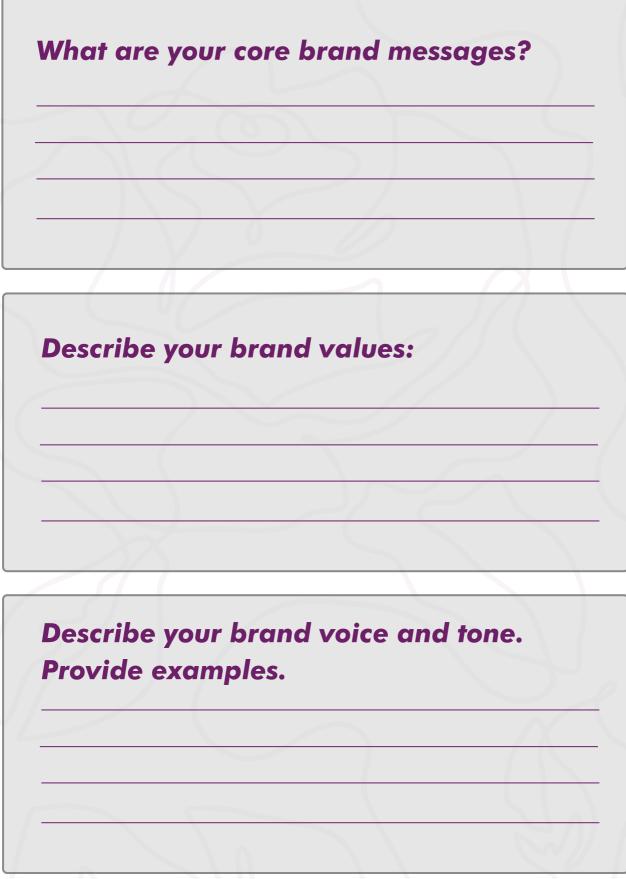


Competitive Positioning





Brand Identity





Inspiration

Are there companies that you admire for their communications?

What do they do well? Why do you admire them?

Share examples of websites, campaigns etc. that you love.

