



RACHEL
BEANEY

Digital | Social

Project Briefing Document

Project Overview

Project Name:

Project Summary:

Project Start Date:

Campaign Details

Project Deliverables:

(Examples: social media strategy, community management, content creation, creating and executing Facebook ads, reporting)

Channels used on this project:

Facebook / Twitter / Instagram / Snapchat / YouTube / Blog / Linked In

Budget:

If advertising is involved, what is the budget?

Background:

Background on the project – how can Rachel help?

Project Timeline:

What are the key dates of this project (start dates/specific launches/end dates?)



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Business or Marketing objectives:

What is the goal of this project? How does this project fit in with the wider communications strategy for this brand?

Target Market or Audience:

Who is this project for?

Key information we need to include:

Key messaging, logos, URLs, hashtags, colour palette? What are the key themes you would like the audience to be left with?

Project background:

Project can we find more information on the client? Their website and social URLs would be useful.

Documentations/Resources to assist with this project:

Where can we find additional resources or assets? What logins and passwords will we need to complete this project?

What does success look like?

What would a successful campaign look like in terms of customer satisfaction ratings, traffic numbers or financial goals.

Any further Information?

Thank you!