



Pamela Georgiana

CONTENT CREATOR & BRAND STRATEGIST

## PROJECT BRIEF

Hello and thank you for putting your trust in me. This brief will help me to deliver my best work to you. Please fill it out as completely as possible. If you have any questions, don't hesitate to ask. I can't wait to get started!

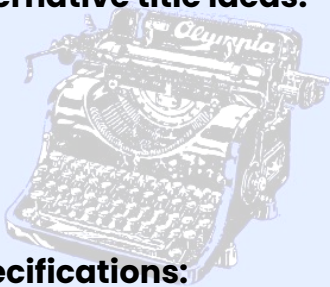
**Project Title** (Internal):

**Project Format** (Blog, article, email, social media, combination of all?):

**Working title** (External):

**Alternative title ideas:**

- 1.
- 2.
- 3.



PHGeorgiana@gmail.com

www.pamgeorgiana.com

**Specifications:**

Byline:

Deadlines:

- Outline:
- 1st Draft:
- Final Draft:

Publication/Link to Platform:

Publication Date:

Word or Character Length:

Taxonomy (if applicable)

- Category:

- Tags:

### **Strategic Project Brief**

This section is where you share your strategic intent of the project. What do you want the end result to achieve and why? Be as detailed as possible.

Marketing Campaign (Is this piece a part of a larger campaign? If so, what is it and what are the strategy, goals, objectives, and other tactics attached to it?)

Purpose (what is the strategic intent behind this specific piece of content?):

Goals (What are the SMART (specific, measurable, achievable, relevant and time-bound) goals for this piece?)

### **Content Project Brief**

With your strategy in mind, this section is where you share your vision for the project. What do you want the end result to say and why? What do you want the reader to take away? Be as detailed as possible.

Direction (what points need to be covered?):

Key message (what is the takeaway?):

Point of view (what is the angle? Whose POV are we expressing?):

Do not mention (is there any point to steer clear of?):

CTA (What action do you want the reader to take?):

What else?

## **Style**

While the previous section describes what you want your content to say, this section describes how you want to say it. If you have a brand style guide, please include that when you send this back to me.

Style (AP style? Oxford comma? Spell out numbers?):

Tone and voice (Who is the writer? Should the writing be energetic and conversational, or academic and formal? Do you want it to be written in second or third person?):

Font and structure (font face, size, and header formatting preferences)?

## **Audience**

Describe your buyer persona, including demographics, wants, needs, and pain points.

Who is this content for?

What problem is this piece addressing?

## **SEO**

Include keyword research and other critical SEO details

Primary keyword (What are the main SEO keywords this piece should incorporate? Include search volume information):

Secondary keywords (What are the secondary SEO keywords this piece should incorporate? Include search volume information):

Competitive research (Link the top ranking articles for your target keyword to serve as inspiration):

Meta description (Give me guidelines if you need me to write one for this piece):

SEO title (Give me guidelines if you need me to write a title tag (webpage title) for this piece):

### **Links**

What relevant internal content and products or services pages should I link to in the content? What anchor text should I use?

Internal content to link to + anchor text:

Products/services to mention + anchor text:

### **Resources**

Are the resources available to help me research? Include relevant examples of past content that your company has created and links to technical resources like documentation and product demos.

Content examples:

Technical resources:

Other

### **What Have I Forgotten to Ask You?**

Please include any information you wish I asked you or you think I should know here.

### **Contact Information**

Primary Contact Name:

Primary Contact Email:

Primary Contact Cell:

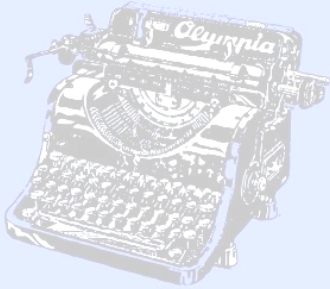
Secondary Contact Name:

Secondary Contact Email:

Secondary Contact Cell:

Pamela Georgiana

Content Creator & Brand Strategist



PHGeorgiana@gmail.com

[www.pamgeorgiana.com](http://www.pamgeorgiana.com)