

Content Brief [asset name]

Content Type	Length	Writer	Due Date
		Ruth M. Trucks	

<b>Subject / topic</b>	
<b>Target audience -</b> Who are we trying to reach? Who will benefit most from reading/viewing this content? Specific.	
<b>Level of familiarity with [brand]/ funnel stage -</b> New/considering/deciding, have little knowledge/some knowledge/are familiar	
<b>Main message -</b> What benefit do we offer the reader? What is the key take-away for the reader? Our main message.	
<b>Purpose -</b> What do we want the piece to achieve?	<input type="checkbox"/> Conversion / contact us / download gated asset <input type="checkbox"/> Customer loyalty / retention <input type="checkbox"/> Build authority / credibility / trust <input type="checkbox"/> Drive traffic to the site / SEO <input type="checkbox"/> other
<b>Specific pain point(s) to address</b>	
<b>SEO -</b> focus keyword, secondary keywords	

<b>Special requests</b> (add images, other visuals, ideas for visual concept, structure, max or min no. of paragraphs/length of paragraphs, where to add a CTA, how many CTAs, internal links to include, etc.)
<b>Suggested resources and related content assets</b>