

How To Create a Campaign Brief

Our guide covers the fundamental elements of a good marketing campaign brief.



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Whatever form of campaign you are working on, from email, to advertising, to telemarketing, a good brief is vital.

Whether you are briefing an internal team or an external agency, the campaign brief lays the foundations for success by ensuring everyone understands the reasons behind the campaign and the goals it needs to achieve.

We've worked with clients across a wide range of sectors, and one of the questions we hear most often is: "What exactly needs to be in a campaign brief?" For our work, we have refined a template that captures the key information we need to deliver a successful telemarketing campaign. Based on our experience, we've put together a generic template to guide you, which you can also tailor for your particular needs and chosen channels. But before we get to that, we wanted to share some of the key elements to have in mind before you start writing:

It takes a lot of time to make something simple, but the clearer your brief is for everyone involved, the better the end results will be! Here is a template you can use to streamline and structure your vision.

Campaign Brief Template

There are a range of different templates and formats available, but ultimately the one you use should be flexible enough to be adapted for different needs and situations. When briefing for a telemarketing campaign, some of the key elements would include data management and business pain points, but different elements might apply when using other channels. The template below covers the fundamentals that should be included in your brief, but please take it and adapt it to suit your particular needs.

Section 1: Background

Company

When it was founded
Size
Location
Services and products
Brand values and USPs
Tone of voice

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Customers

Target audience
Sectors
Location
Business size

Competitors

Who your main competitors are
How their products compare
Why your business is different

Section 2: Objectives

Measuring success

SMART objectives (specific, measurable, achievable, realistic, timely)

e.g. a measurable objective for new business could be:

"Attract ten new customers from the pharmaceutical sector by the end of May."

Section 3: Communication

Tone of voice

How you should communicate with the audience
The language or tone that should be used
Words that should be used or avoided

Media

The channels you will use to reach your audience
Events they attend, platforms they use, media they read, etc.

Data specification

Define the data to be sourced or segments to be selected within an existing database

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Section 4: Outcomes

Type of outcome

What you are looking to generate, e.g. face-to-face or phone appointments for your sales team, or data capture for future email marketing activity

Qualification criteria

BANT (budget, authority, need, timing) is a common methodology to set lead criteria

Section 5: Key Messages

Benefits

The problem you are trying to solve and how you will do this
The reason your solution is unique

Perception

Your audience's current perceptions
What you would like your audience's perceptions to be

Substantiation

Why your audience should believe you
Supporting information, e.g. literature, case studies, testimonials, research
Visual graphics may be useful to convey a point

Call to action

What you want your audience to do

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Section 6: Constraints

Budget

How much you have to spend

Timescales

How long the campaign should run
When results are expected

Contact information

The people involved and their responsibilities

Integration

Other existing activity
Opportunities to work with other channels/partners

For a handy checklist of the key things to have in mind - view the **infographic** at the end of this document.

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And Finally

Don't underestimate the power of a face-to-face meeting. Whilst working to a written template provides clarity and structure, it is always important to have a face-to-face briefing to reinforce understanding and provide clarification where needed.

As one of the UK's leading telemarketing agencies, we know that a great brief can lead to a great campaign. If you'd like to learn more about how we can support you with your next big project, please don't hesitate to [get in touch](#).

[Download Word Template ►](#)

How To Create a Campaign Brief

What makes a great campaign brief?



Clear mind

Be clear on what you want to achieve and what you're expecting.



No jargon

Make no assumptions about your audience - avoid technical language, acronyms and industry jargon.



Face to face

An interactive discussion in person can give clarity and ensure the written brief is understood.



Motivation

Provide clear information and compelling insight to inspire the team and give them confidence in your message.



Structure

Present the information in a clear format to help the team grasp your key points. (See our template for guidance.)



Concise

Be clear, concise and to-the-point. Don't lose your point under layers of information. In short, keep it brief!

Get In Touch

Find out how we can support your sales and marketing campaigns

info@ttmc.co.uk 01273 765000 www.ttmc.co.uk



Hopefully this guide will have inspired you to think a bit more about telemarketing and the value it can bring to your business. For more information on our services visit our website, or give us a call to discuss your requirements and how The Telemarketing Company can help support your sales and marketing strategy.

The Telemarketing Company

26-27 Regency Square
Brighton
East Sussex
BN1 2FH
United Kingdom
Tel: +44 (0)1273 765 000
www.ttmc.co.uk
info@ttmc.co.uk

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