

# BEGIN WITH A BRILLIANT BRIEF

Elevate good to **amazing** with our 5-step blueprint for an ironclad brief—where budgets fit like a glove and deadlines are a breeze.

# 1



## DEFINE YOUR AUDIENCE

- Pin down your audience: Who are they in the grand business scheme?
- Uncover their needs and woes. Let's get personal and strategic!

## DREAM BIG, PLAN SMART

- Set the stage: What's the big goal? Awareness, influence, leads?
- What thoughts and actions do you want to inspire?
- Visualize success with clear, measurable targets.



# 3



## CREATE MESSAGING THAT RESONATES

- Craft your core message: What's the big idea they'll love?
- Layer it with supporting messages for zest and zeal.

## DEPLOY CONTENT STRATEGICALLY

- Decide the best channels to distribute content and reach your audience.
- How can you tailor content for maximum exposure?



# 5



## DEVISE A MASTER PLAN

- Create an execution plan. Map out what's happening and when.
- Is the budget locked down? Is there a Plan B in the pocket?

## BONUS TIPS

- Harness past campaign learnings and fresh market intel to understand your audience better and identify the best opportunities for success.
- How can you use AI tools to speed up your briefing process? For mind mapping or research? For audience insights?



**Unleash Briefing Brilliance!**  
**Grab our complimentary 5-step template.**

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