

Digital Marketing

Briefing work into an agency

If you're looking for digital marketing support, including content, social media campaigns or an SEO strategy, you'll have to brief a marketing agency.

The brief will need to include the goals and deliverables and will guide the agency on your camp

Here are some questions and information for you to be able to provide an effective brief.





1. Give an overview of your business, including your current brand strategy and marketing campaigns.
2. What are the objectives of your campaign or project?
3. What are your expected deliverables?
4. What are the KPIs for the campaign or project? Consider how you will be judging the performance of the agency in 3, 6, 12 months.
5. Which marketing channels are you looking to use?
6. Who is your target audience? What does your ideal customer look like?
7. Who are your competitors?
8. What are the current problems that you are facing?
9. What's your project budget?



10. What's your project timeline?
11. Have you used an agency before? If so, how did it go and is there anything you would like to continue/change with a new agency?
12. Do you have any in-house resource for marketing and who would be the main point of contact?
13. Are there any other relevant stakeholders that the agency should be aware of/introduced to?
14. Do you have any Unique Selling Points (USPs)? These are the things that differentiate you from your competitors.
15. How do you currently get customers?
16. Do you know your conversion rate?
17. Do you have any assets that you'd be able to provide to support the campaign or project? (Imagery, brand guidelines, logins to relevant platforms, keywords for SEO).
18. Please provide any more information that you think would be relevant for the project.



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