

The digital campaign brief

Ten questions to settle before the campaign starts: who it is for, what it offers, where it leads and how you will know it worked.

A brief that can be implemented

Give every campaign a measurement contract as well as a creative brief. Define the action, reporting source and decision it will support. A lead count is incomplete without a qualification rule. A purchase count is incomplete without a value and cancellation basis.

Business objective

Desired change, audience and timeframe

Distinguish commercial outcome from platform delivery metrics

Conversion contract

Event, value, deduplication and approved source material

Test before launch and document known measurement gaps

Operating rules

Budget, approvals, review date and change authority

Define who can pause spend and what evidence triggers a change

Application checklist

- Attach landing page and creative specifications rather than leaving them implicit.
- Use a baseline from a comparable period with stated limitations.
- Record production, media and measurement dependencies in the launch schedule.

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Working checklist

- 1** What business result should the campaign support? Define a specific change, owner and timeframe.

- 2** Who is the priority audience? Describe their situation, motivation and decision context.

- 3** What should that audience do next? Choose a clear primary action.

- 4** Why should they choose this offer? State the proposition and the evidence behind it.

- 5** Which channels fit the audience and task? Give each channel a defined role.

- 6** Where will the campaign send people? Check the landing page, message and next step.

- 7** What creative and written content is needed? List formats, language, owners and approvals.

- 8** What is the budget and schedule? Include production, media, review and dependencies.

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Notes, owners and next actions.

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What will you measure? Define the baseline, conversion events and reporting source.

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What will trigger a change? Agree the review date and criteria for stopping, adapting or scaling.
