

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 campaign. This will also help everyone understand what success looks like.

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



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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?

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