

PROJECT BRIEF TEMPLATE



PROJECT NAME	
PURPOSE Identify how your content strategy will support your company's mission.	
GOALS A summary of the SMART goals for your content strategy	
AUDIENCE List the persona(s) your strategy will address.	
STORY The overall theme or message for your content, including the unique value of your product	
TEAM List the project leader, contributors, creators and other key stakeholders	
BUDGET Outline the expense for this project, and when expenses are expected by week, month, quarter or year.	
TIMEFRAME Specify key dates and deadlines for deliverables. Also include any timeframe for evaluating the metrics of this project.	

DISCLAIMER

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