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**PROJECT BRIEF TEMPLATE**

|  |  |  |  |
| --- | --- | --- | --- |
| PROJECT TITLE |  | | |
| CLIENT NAME |  | | |
| PROJECT MANAGER |  | | |
| POINT OF CONTACT NAME |  | PHONE |  |
| EMAIL |  | MAILING  ADDRESS |  |
|  | | | |
| **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 project. |  | | |
| **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. |  | | |
| **COMMENTS** |  | | |

|  |
| --- |
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