

Marketing Communications Brief

Business Name

Type of Business

Contact Details

Website

Social Platforms

Reason to contact me

Product/Service

What is your product offer

What is your business's Unique Selling Proposition (how you are different)

What kind of need does your product satisfy

Does your brand have guidelines (brand book)

Place

How do you distribute your product

What other channels of distribution are available to your business

If you sell a service, how would you evaluate location of your business

Price

How does your price compare with competitors

How is your price regarded by customers

Customer

Demographics of the customer

Why do they want to buy from you

Market and Competition

Describe the market

Name several competitors

Name the most common promotions in similar businesses

What you like in these means of communication

What you do not like

Partners

What other businesses can you partner with

What would be their interest in partnering with you

How much can they extend your communications reach

How dependent is your business on your current suppliers

Promotion

What is the aim of the promotion activity

How do you want to look and to be perceived

Why would customers recommend your business to friends

What types of promotion have you tried before

What were the results of your previous promotions

What types of promotion are you interested in now

What budget are you planning for promotion