

# angelagiles

Are you starting a new content marketing project? This project brief template can help you outline your strategy.

<b>Project Name:</b>	
<b>Purpose</b>	
Determine how your content strategy will support your business' mission.	
<b>Goals</b>	
A summary of the S.M.A.R.T. goals for your content strategy.	
<b>Audience</b>	
List the different personas your strategy will address.	
<b>Story</b>	
The overall message or theme of your content, including the unique value of your services and products.	
<b>Staff</b>	
List the contributors, project leader, creators, and other key stakeholders.	
<b>Budget</b>	

Outline the expense for this project, and when expenses are expected by week, month, quarter, or year.

**Time Frame**