

How to write an email campaign brief

If you're using freelance copywriters, hiring permanent ones or just want to get your thoughts together, you'll need to write a copy brief. Here, you package up all the required information about the job that a writer might need to know.

Alongside the brief, you'll also want to provide a brand story and tone of voice - if you haven't yet been through that process, grab our template from the (DIY) Marketing Project website.

Email campaigns should be very specific, as email briefs land directly in the inboxes of your prospects and customers - so you need to make sure they have a clear point and are segments as much as possible.

Before you start your copy brief, it may help you fill out our *Briefing Basics* resource where you can outline the framework of your campaign. This document can be attached to your copy and design briefs to the entire team can understand the overarching campaign.

Email campaign brief

Here's what you need to know before you - or a writer - starts on a campaign.

A bit about you

Your business, its history, what you stand for

The purpose of your campaign

Explain the overarching reason that you're reaching out to your customer base - is it a regular newsletter, a promotion, a change to the business or a new product launch?

Target audience

This can only be based on what data you've already gathered from your customer base. Using an email CRM such as ActiveCampaign and MailChimp you can use tags to segment your contacts based on:

- Forms they've submitted
- Purchases from your website
- Interactions with other campaigns
- Location
- Industry
- And more



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Template from **The DIY Marketing Project**

themarketingproject.com.au/diy

Remember, if you're not collecting this information from your audience through your CRM, you won't be able to narrow down your audience.

Tone of voice

How your brand communicates. If you don't know this yet go back to our brand story template.

Send time/date

When are you going to be sending the campaign? You'll need to be updating

Outline

What needs to be included in the campaign? For a newsletter, you'll need to gather articles or products to include. For a product launch you'll need to list all the information about the product; what is it, when is it released, what it costs and how to get it. For a promotional email you'll need to include all the information about promotion include start and end dates, what the promotion is and how they can get it.



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Email copy template

Subject line:

Preheader Copy:

From email:

From name:

Send date:

Send time:

Audience/List:

Copy:

Images:



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