

How to write a copy 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 and guide for creating your own brand story in the 'marketing strategy' department.

Copy briefs are subtly different depending on what you want to write. Here we'll go through two examples - a blog and a set of social media posts.

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 so the entire team can understand the overarching campaign.



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Template from **The DIY Marketing Project**

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Blog brief

Here's what you need to know before you - or a writer - starts on a blog for your brand.

→ A bit about you

Your business, its history, what you stand for.

→ A bit about the topic

Explain the overarching topic as if you're speaking to someone who's never heard of it before.

→ Target audience

Go into detail on who will be reading this piece. If you don't know this yet, go back to the 'audience research' section where we have processes and guides on how to research your target audience.

→ Tone of voice

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

→ What's your opinion/unique perspective on the topic?

Any old brand can regurgitate the facts around a topic and publish them. What will make your piece outstanding is putting your own unique spin on it. Can you share a method for getting better results? Do you feel strongly about the right way to do things? Get that on the page.

→ Promotion

How will you be promoting this to your audience? Where will the blog be published? Remember, blogs need to be consistently promoted.

→ Keywords

What are the related keywords - both culturally (what people tend to say in the industry) and for SEO (what people search for on Google)?

→ Author

If you publish blogs on behalf of individuals, give the writer a brief bio - for example, 'This blog will be from Dom, our CEO. He's extremely passionate about sustainability.'

→ Outline

Now you can provide an outline of the blog. This can be a list of ideas broken down into sections.



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Social posts brief

Here's what you need to know before you - or a writer - starts a set of social posts for your brand.

→ **A bit about you**

Your business, its history, what you stand for

→ **A bit about the topic**

Explain the overarching topic as if you're speaking to someone who's never heard of it before.

→ **Networks**

Which social media networks will you be posting on? The strengths and limitations of each network will shape the posts (for example, Twitter's word limit or restrictions on the amount of text in images).

→ **Target audience**

Go into detail about who will be reading this piece.

→ **Tone of voice**

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

→ **What's the angle on this topic?**

On social media you don't get the chance to go into a great amount of detail - save that for your blogs. Social posts should have one main idea, which a writer can get across in a creative way: for example, 'we want people to know this is a great place to work'.

→ **Imagery**

Visuals are a huge part of social media and should be considered from the start. Let your writer know what images will feature alongside their content.

→ **Outline**

Now you can provide an outline of the social posts (a few bullet points for each post).



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