

# CONTENT CREATIVE BRIEF CHECKLIST

Try Smartsheet for FREE

CHECKBOX	ACTIVITY	DETAILS	NOTES
	Describe the problem being solved, and how it aligns with your business goals.		
	Describe how you will communicate this solution to your audience (i.e. content types, deliverables, etc.)		
	Describe the unique value proposition, or most compelling idea that we need to communicate.		
	Describe the target persona that you are trying to reach.		
	Detail how the target audience feels about and perceives our brand and products.		
	Detail how we want the target audience to respond to our communication, and what specific actions we want them to take.		
	Describe how the target audience will benefit, and what the key attributions are to support this idea.		
	Describe the brand personality and voice that we want to come across.		
	Set up a schedule with the key dates for each milestone, and who is responsible.		
	Describe how performance will be measured and what the Key Performance Indicators (KPIs) are.		
	Describe how you plan to keep customers engaged after they have made the purchase.		

## **DISCLAIMER**

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.