

Digital Marketing Brief Template

By

Adhang.com

About Adhang.com

AdHang is a world-class online advertising agency based in Nigeria, and the first internet public enlightenment agency in Africa.

AdHang is manned by some of the biggest advertising monetization, optimization and targeting experts in the industry, armed with the very best and most advanced marketing system, comprehensive and robust set of latest technologies and tools to inform, persuade, remind, and reinforce.

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Introduction

This digital marketing brief template is to foster understanding between you and AdHang. it will guide AdHang team in planning and executing your digital marketing/advertising project.

It helps AdHang to understand everything about your online advertising needs. This will serve as a blue print AdHang team will use to strategize and achieve your goals.

Fill in the fields, also add any further detail you consider important for an effective advertising of your company's product/service, or brand (you should type all of them separately in a WordPad or Microsoftword, and forward to us). Leave any field that is not applicable to your entity, or you do not understand.

Company's Contact Details

Contact person:-----

Country:-----

Phone:-----

Company's name:-----

Address:-----

Contact person's email:-----

Service/Product's Name

E.g.

1. Dynamo Delay Spray
2. Consultancy
3. Toyota Camry

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Personas And Target Country

Target audiences, e.g. Web users, women, youth, distributors, companies' executives, etc. The more specific the better. Example: companies' executives could be chief operating officers, or vice presidents, or purchasing managers; women could be single or married, etc.

And

Where are they? e.g. Nigeria, Ghana, entire Africa's continent , etc.

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Objectives

E.g. awareness, educate a target audience, customer acquisition and retention, introduce a new product to the market, fill a form on your website, etc.

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Reasons

What are the most compelling reasons to believe, to try, buy, visit, or subscribe?

- List the rational and emotional reasons for end users or target audience to believe what you say, try the service, or to buy the product. Include all major copy points and list them in order of relative importance to the consumer, end user, or target audience.

What is Adhang's Plan You Chose?

E.g. Premium, Enterprise, Economy. If not applicable, list the channels/platforms:

Duration And Advertising Starting Date

E.g. nonstop (starting from xy date), or starting from xy date to xy date.

Goal

E.g. get 100 subscribers, 1000 inquiries, 50% increase in sales from xy date to xy date, 5000 download, etc.

Advertising Tone

E.g. Leading brand, Trustworthy, Comfortable, Reliable, Latest, Innovative, etc.

Website Address And Landing Page Link(s)

Here put web address for this project, and the landing page link of the product or service where buyers/target audience will be sent to when they click on the advert online.

Examples:

Website www.adhang.com.

Landing page 1 www.adhang.com/plans.

Landing page 2 www.adhang.com/ebooks/.

Competitors

E.g. List at least three competitors and their websites.
