

Marketing Brief

Digital Marketing

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Marketing Brief

Project Name	Everett Gaming Marketing
Client Name	Heidi Parks
Due Date	June 11, 2050
Total Budget	\$7,900.00

PROJECT OVERVIEW.

Everett Gaming is a game shop that sells video games, gaming electronics, and gaming merchandise with its physical and online stores. The shop intends to market its products and services to larger audiences.

PROJECT OBJECTIVES.

This project aims to gain larger market awareness for the shop whether within or outside the state through print and digital media. The goal is to reach a higher percentage of engagement from the audiences on or before the due date.

TARGET AUDIENCE.

The target audiences for this marketing project are the shop's patrons, potential customers, gamers, and the general public looking for gaming items at an affordable price.

CAMPAIGN MESSAGE.

You won't regret with Everett.

1 Objective

What's the goal of this project?

- ☐ Inform
- ☐ Position the brand
- ☐ Sell

Other: _____

2 Audience

Who is the target audience?

Age: _____

Gender: _____

Other notes: _____

3 Visual References

Attach images, links, or examples that inspire the look & feel:

4 Essential Information

What needs to be included?

- ☐ Text
 - ☐ Logo
 - ☐ CTA
 - ☐ Social media handles
 - ☐ Other: _____
-

5 Channels / Where It Will Be Used

- ☐ Instagram
 - ☐ LinkedIn
 - ☐ Email Marketing
 - ☐ Print
 - ☐ Other: _____
-

6 What to Avoid

Colors, fonts, or styles to skip:

7 Organization / Notes

Additional notes, instructions, or structure tips:
