

Creating a brief.

Problem/ Solution (For core customer)	Business Challenge (The wider objectives)	Audiences (Who we want to influence)	Marketing Function (How you plan to grow)
<p>Who is your main customer? Please describe a persona ie; job role, sector, company size/ attributes.</p> <p>How do they measure their problem? Ideally expressed in terms of time or money.</p> <p>Why do you think the problem exists/ hasn't already been solved?</p> <p>By how much can you solve it? Ideally expressed in terms of time or money.</p>	<p>What are the wider objectives for the business?</p>	<p>Aside from a prospective customer, is there anyone else you want to influence?</p> <p>And what do you want them to do?</p>	<p>Do you have a marketing & sales team, plan, and operation in place; who is in the team?</p> <p>Do you have a content marketing</p> <p>Do you have any activations/ campaigns planned, if so what?</p> <p>How do you see PR complementing your marketing?</p> <p>Where will future growth come from and how will you get there?</p>
Traction & Roadmap (Achievements & Milestones)	Team & Topics (Spokespeople & expertise)	Market & Competition (Main Rivals & Peers)	KPIs, Budget, Next Steps (Resources available)
<p>Do you have any proof of progress or growth?</p> <p>How do you measure success, what is that measure?</p> <p>What do you think will be the big milestones in the six months ahead?</p>	<p>Which people will involved in PR and in what capacity?</p> <p>If you have experts, what are they experts in?</p> <p>What are the main topics people in your sector are talking about?</p>	<p>How would you describe your category, and who is the market leader?</p> <p>Who are your closest peers? And how are you different?</p>	<p>Do you have any KPIs in mind?</p> <p>Do you have a specific budget?</p> <p>When you want to start doing PR?</p> <p>Who makes the final decision on hiring an agency?</p>

Contact:
Company:
Date:



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KPIs, Budget, Next Steps
(Resources available)