

Tactical Paid campaign. Crafted®

Crafted

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Briefs for tactical campaigns can be more focused, specific and performance oriented.

Here are some suggestions for information to provide when you have shorter term, specific outcomes in mind:

- Please provide an overview of the project.
- What is your available budget and desired run time/dates?
Is there a PO number assigned to this project?
- Are there any specific media channels that you would like to include or exclude?
- What specific audiences would you like to reach?
- What is the most important message you want the campaign to communicate?
Any secondary messaging to include?
- Do you have specific ad copy and/or imagery that you plan to use?
- Is there any terminology that we shouldn't use?
- What activity will support the digital advertising campaign on organic or offline channels?
- Do you have any specific tracking requirements?
Which current conversion metrics are applicable to this campaign?
- What is/are the campaign landing page(s)?