Content Brief Template

Use this template to assign new content projects and keep your team on the same page.

For detailed instructions, see our **Guide to Build a Content Strategy**.

Project Title

Overview

Budget

Timeline

Persona(s)

Success Metrics

Key Messaging

Tone

Specs

Current and Recent Projects (if applicable)

Additional Considerations
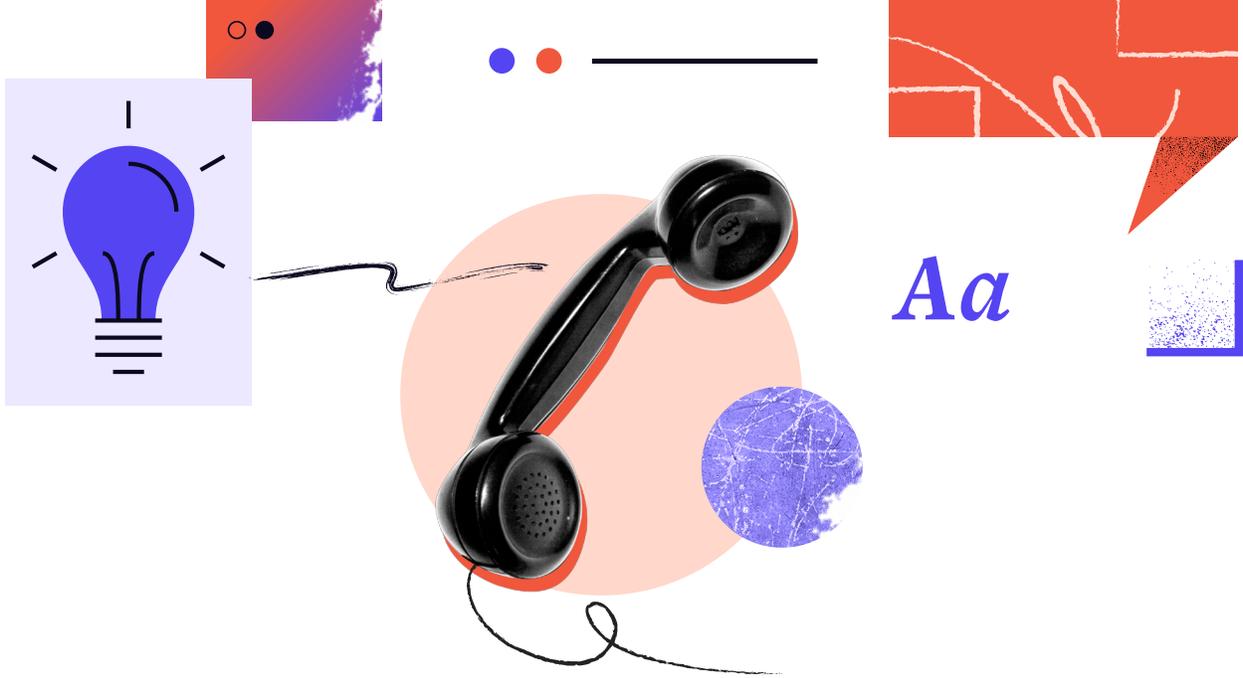
Feeling stuck? We'd love to help.
Find out what it's like to work with us
on your content strategy.

Created by

COLUMN FIVE

Column Five is a B2B-focused creative agency that helps ambitious
brands find and tell their best stories to drive real results.