

Client Strategy Briefing

Date: [Insert Date]

Client Information

Name: [Client Name]

Company: [Client Company]

Email: [Client Email]

Phone: [Client Phone]

Project Overview

Project Name: [Project Name]

Objective: [Brief Description of Objective]

Target Audience

Demographics: [Describe Demographics]

Psychographics: [Describe Psychographics]

Key Messages

- [Message 1]
- [Message 2]
- [Message 3]

Competitive Landscape

Competitors: [List Key Competitors]

Market Trends: [Brief Description of Trends]

Budget and Timeline

Budget: [Specify Budget]

Timeline: [Outline Key Dates]

Measurement of Success

Metrics: [Describe How Success Will Be Measured]

Next Steps

[Outline Next Steps]

Contact Information

Account Manager: [Your Name]

Email: [Your Email]

Phone: [Your Phone]

Thank you for your time and cooperation.