STRATEGY BRIEF

Dept./College: _________________________________________

To be completed by the Project Lead on NEW Marketing Projects for the Kick-off meeting where it will be discussed and adjusted as necessary.

STRATEGY
1. What is the primary marketing objective you expect to accomplish with this? (check all that apply)
   - Revenue generator
   - Lead generator
   - Enrollment
   - Awareness

2. Who is the Primary audience?

3. Is there a Secondary audience? If so, who?

4. Who or what are we competing against for this particular event or service?

5. Is this marketing piece targeted to (check all that apply)
   - Existing students
   - Potential students
   - Alumni
   - Patrons
   - Donors
   - Other?

6. How will this be distributed? (check all that apply)
   - Handout
   - US Mail
   - E-mail
   - Social Media
   - Other?

7. What are the approximate quantities? __________________________________________

8. Does or will this marketing element need to tie to any others? If so, are they existing or need to created?

9. If this is part of a campaign (with more than one touch-point), list the complete path the recipient takes through all elements of the set (e.g., an e-mail blast goes out first, which links recipients to a landing page. This is then followed by a mailed piece, which also sends recipients to the landing page, etc)

10. What is the expected life of the piece or campaign?

COPY
1. What is the call to action? (what action do you want recipients to take?)

2. Which copy “voice” is most appropriate?
   - Introductory
   - Academic
   - Journalistic
   - Professional
   - Conversational
   - Directional
   - Other

3. What should be the positioning of this event or service in the marketplace?

4. What are the key features & benefits of this event or service?

5. Are there other events or services to mention (for cross-selling or up-selling your own or another department)?