How to Make a Content Marketing Brief:
Your Complete Checklist

Hop Online

Over the past three years, I've personally written over a thousand content briefs. At Hop Online, we've produced countless content marketing campaigns for various businesses, ranging from SaaS music software and education to data science and healthcare. I've coached a multilingual team of 20+ SEO writers to produce the best content on the web, and drive traffic and leads to our clients' websites. I've had the opportunity to test, measure, and analyze the effectiveness of different content guidelines at scale.

I've put together this checklist to give you an easy way to remember the 10 most important things to include in a content brief before you send it out to your content creators.

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Brand Guidelines
Define the brand voice. Give instructions on the visuals, and the styling of the content.

Content Format
Blog article, product/category page content, sales landing page, video, infographic, podcast or other.

Content Length
State how long the content should be, based on the format and marketing channel you'll use.

Target Persona
Describe who are you creating this content for. Be as specific as possible. Describe their pain points or goals. Which stage in the See-Think-Do-Care framework is your persona in?

Goal
Define the goal of this piece of content: to inform, educate, or move to purchase. Specify the products/website pages it is supporting.

Topic
Suggest a working title – the header of your content piece. Suggest a title tag (up to 65 characters), and a meta description (160 characters).

Target Keywords
Define the primary SEO keyword, as well as the secondary/related keywords for the content piece.

Outline
Build the text structure based on the keyword opportunities. Organize it in separate sections, each focused on 1 query. Include related queries in the outline to ensure in-depth topic coverage.

Internal and External Links
Suggest relevant links to the website's existing content to guide link flow and support pillar pages. Link out to top-tier web content on websites with high authority on your topic.

Call-to-Action
Suggest a CTA, telling the reader where to go next. Map it to the persona and their journey. If your persona is in the SEE stage, they will be less likely to follow a CTA to a product page.

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Too Busy to Manage Your Content Writers?

We manage the content marketing campaigns of over 40 businesses. We'll craft an agile content strategy, tailored to your specific audience and your business goals. Next, we'll guide your content creation team, monitor, and report results to you, and steer your content marketing efforts for the best ROI.

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