



Social Media Marketing (SMM) Brief

In order for The 708 Team to fully understand the scope and creative direction of your Social Media Campaign, we need to gather your requirements. Simply fill out the below form and return it to us. Once we've received your signed invoice we'll be able to start work immediately!

Use the structure below to tell us a little more about yourself, your company and what you'd like from you expect from your SMM. The more detail the better!

Company Name	
Your Full Name	
Position	
Preferred Contact Email Address	
Preferred Contact Telephone Number	
Address	
Post Code	

Please list a secondary contact that may also be relevant on your project. We'll keep them in the loop too!

Full Name	
Preferred Contact Email Address	
Preferred Contact Telephone Number	

What is the nature of your business?	
Please describe your brand / service	
Who are you aiming this site at?	

Use the space below to enter some example URLs/ links to your competition and brands you aspire to:

Competitor 1	http://www.
Competitor 2	http://www.

Competitor 3	http://www.
Enviably Brand 1	http://www.
Enviably Brand 2	http://www.
Enviably Brand 3	http://www.

Website Address	http://www.
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SOCIAL MEDIA LINKS – Please provide your relevant links / URLs to existing pages set up.

Facebook	www.facebook.com/
Twitter	www.twitter.com/
LinkedIn	www.linkedin.com/
Instagram	www.instagram.com/
YouTube	www.youtube.com/
Flickr	www.flickr.com/
Other – please state	

Campaign Objective: What would you like to achieve with this campaign (Engagement, Lead Generation, Sales)	
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Thanks and we look forward to producing your beginning work on your Social Media!

Please save and attach this document and email 708mediateam@gmail.com

