New Web Content Brief
SAGU University Marketing

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> **Note:** The new web content brief is essential. It helps ensure that there is adequate planning for content creation, strategic use, and the maintenance schedule for content. It must precede any new microsite content creation.

Client: _____

Primary Contact: _____

Project / Event Title: _____

Prepared by: _____

Who is the target audience?
(Be as detailed as possible. Go beyond age and sex to describe demographics and psychographics. If applicable, explain how the audience currently thinks, feels and behaves in relation to the product category, the client's brand, and the client's specific product or service.)

What is the primary objective?
(All marketing is most effective when revolving around a single primary objective.)

Are there any supplemental objectives?
(These may be used for support documentation. But, they should not overshadow the primary.)

What assets does marketing need before we can begin work on the project?
(photos, copy, mailing lists)

When should we expect to receive these assets? _____

Who is responsible for providing the assets? _____

What technology features will be required for this site?
(For example, slideshow, photo galleries, movie player, calendar integration, etc.)

Is content syndication needed?
(RSS, social networking, etc.)

Project timeline:
(Production timelines vary according to project type and the current project cue.)

How frequently do you intend to evaluate and edit content?
(When we encounter expired content, we will send one notification that the content requires updating. If the content is not updated within two weeks, we will unpublish the content to avoid confusing our intended audience.)