Campaign brief builder

A practical kit for objective definition, channel choices, measurement plan.

This is a mock PDF describing a proposed product. It does not contain the promised guide, activities or templates. The product is not on sale.

What it is

Campaign brief builder is a focused, self-guided planning kit for independent businesses and marketing coordinators. It organizes objective definition, channel choices, measurement plan into a practical workflow, with editable worksheets and a completed fictional example. Start with your own situation, make the decisions on the worksheets, and finish with a plan you can revisit. The completed example illustrates the method; it is not a customer result.

Who it is for

Independent businesses and marketing coordinators

What you will make

Create a working set of objective definition, channel choices and measurement plan, tailored to your own project.

Proposed one-time price

USD 39.00 / EUR 35.00 / GBP 30.00 / CAD 55.00

AUD 59.00 / CHF 34.00 / AED 139.00

Fixed prices by currency, not live exchange conversions. Final prices and tax treatment will be confirmed before sales open.

Inside the planned edition

01 Objective definition: a purpose-built worksheet with field explanations and prompts.

02 Channel choices: a purpose-built worksheet with field explanations and prompts.

03 Measurement plan: a purpose-built worksheet with field explanations and prompts.

04 A start-here guide explaining the sequence, preparation and completion criteria.

05 A completed fictional example showing how the objective definition connect to the channel choices.

06 A final review checklist, reusable blank copies and a short troubleshooting section.

How to use it

Read the start-here guide, gather your project notes, complete the objective definition, then work through the channel choices and measurement plan. Compare with the fictional example and finish with the review checklist. Reuse the blank worksheets for the next project.

Planned formats and language

Planned: accessible PDF guide, editable DOCX worksheets and a printable A4/US Letter workbook. English-led instructions. Persian text is included where specified; the interface language does not change the purchased edition.

License

One organization, up to 10 internal users. You may share completed outputs with your own clients or participants. Do not resell, sublicense or distribute the blank source files.

Not included

No live service, consulting, external subscriptions, physical materials or completed work on your behalf. Specialist legal, medical and financial advice is not included.

Delivery, receipts and support

When the final edition is released: verified payment unlocks the purchased files in My purchases and creates an itemised billing document. Access uses private, expiring download links. Five downloads per file; contact support for access problems. Server access records support delivery enquiries.

Customer reviews

No customer testimonials yet. Reviews will come from verified purchasers who consent to publication. No illustrative quote is presented as a customer experience.