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| **Job Title: XXXX** When briefing in a single paid search or social request (i.e. a single paid ad on one channel) please ensure that there is a minimum of **three weeks** before the proposed start date.  For paid search and social campaigns that require multiple ad variations, split testing, or if you require ads on more than one channel, please ensure that there is a minimum of **six weeks** before the proposed start date.  |
| Marketing contact  |   |
| Business partner / stakeholders  |   |
| Proposed start date  |   |
| Proposed end date  |   |
| Brief description of job  | Please provide a brief introduction to the job.   |
| Objectives / Goal Conversion  | E.g. impressions | clicks | conversions    |
| Budget  |   |
| Who is the target audience?  | Please provide as much detail as possible i.e. age, education level, interests, job titles/function, locations, etc.  Please refer to the paid search and social index for an overview of the targeting options available by channel.  |
| What channels would you like to use?   | E.g. Facebook & Instagram | LinkedIn | Google Ads  N.B. The channels requested will be reviewed, taking into account your budget, objectives and target audience. We may recommend alternative channels.  |
| What do you want to say?  | Character limits vary significantly by channel. Please provide text that we can edit in order to optimise it for different channels.  Alternatively, please refer to the paid search and social index for copy requirements and provide the preferred copy for each channel you would like to use (in line with character limits).  |
| What is the key call to action?   | E.g. Find out more | Book an open day | Apply  |
| Imagery/Video  | Required for social campaigns. Please refer to the paid search and social index for image dimensions/video requirements.  Alternatively, please provide us with the original image file(s).  |
| Landing page  | Where should the visitor land on our website?  For Facebook carousel ads, you can provide a landing page for each card.  |
| Expected / desired outcomes and measures of success.   | What will show the campaign has been successful.  |