Knotch

CONTENT BRIEF

DATE:
DUE DATE FOR APPROVED DELIVERABLE
PROJECT TITLE:
WRITTEN BY:

KEY CONTACTS & STAKEHOLDERS

IMPORTANT DATES

BACKGROUND Where are we today, and what's going on in the marketplace?	
BUSINESS OPPORTUNITY What are we solving for? What is the market context?	
OBJECTIVE Business outcome (revenue, adoption, retention, etc.) Marketing outcome (leads, engagement, etc.)	
CHANGE Current belief/behavior. Desired belief/behavior Why that shift matters	
TARGET AUDIENCE & INSIGHT Who are speaking to, and what do they truly care about? What is the unexpected truth about this audience? Core problem they're facing	
STRATEGY What is the single, organizing idea that unlocks the unexpected truth, and drives the required change.	
PROMISE Core message Supporting proof points	
BARRIERS What are the barriers to achieve the opportunity?	
ACTION What do we want the target audience to do?	
EVALUATION CRITERIA How will we know we have been successful? KPIs?	
TONE OF VOICE Describe how the brand talks to this audience	

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DELIVERABLES Content type? Test variables? Channel(s). Length constraints. CTA placement. Distribution plan (paid, owned, earned). Localization.	
LLM MANDATORIES **Output Format:** Format required (blog, outline, FAQ, markdown, JSON, etc.) **Structure Requirements:** Required sections, headings, CTA placement, citations. **Length:** Word count range. **SEO Requirements:** Primary keyword + secondary keywords. Meta description required? (Y/N) **Approved Inputs Only:** Use only provided facts. No fabricated stats. Flag missing data.	

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APPROVED BY:

_____   _____   _____ _____
Content Leader   **Date**   **Audience Owner**   **Date**

_____   _____   _____ _____
Product Leader   **Date**   **Program Manager**   **Date**