# Blog Post Creative Brief

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| --- | --- |
| Date of assignment  Writer name  Due date |  |
| Blog Post Key Components (work owner to fill out) | |
| Working Title(s) |  |
| Target wordcount |  |
| Topic overview – the gist |  |
| SEO keywords to use  Or keyword research required: y/n |  |
| Target audience (buyer persona) |  |
| Stage in funnel - awareness, consideration, purchase, post-purchase |  |
| Writer |  |
| Byline goes to… |  |
| Angle: what is it you have to say that’s different in the market |  |
| Key points to make in post (this can take the form of an outline) |  |
| Takeaway: what do you want the reader to know/learn/do? |  |
| CTA: contact us? Subscribe? Book a consult? Download an ebook? |  |
| Subject matter expert (SME) name and contact |  |
| References - any links to relevant competitor content and top SERP results for the topic |  |
| Internal links to use or reference |  |

## Blog Post Body Copy

## Social Copy

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| --- | --- |
|  | |
| Meta description |  |
| Facebook post |  |
| LinkedIn post |  |
| Twitter post |  |