# Bottom-of-Funnel Blog Post Creative Brief

Date of assignment:

Author:

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|  |  |
| Title (suggested) |  |
| Due date |  |
| Target wordcount |  |
| Topic overview – the gist |  |
| BOFU (high-intent) SEO keywords to use | Examples:   * Best xx product for * Xx product versus xx product * Pricing for xx product type * Where to buy xx product type |
| Target audience (buyer persona) |  |
| Subject matter expert (SME) name and contact |  |
| References (any links to relevant competitor content), especially top SERP results from the high-intent query) |  |
| Internal links to blog posts, landing pages or product pages to use or reference |  |
| Byline goes to… |  |
| Features and benefits of your product that matters to this client | Pain point A  Feature A  Consequence of not using A  Pain point B  Feature B  Consequence of not using B  Pain point C  Feature C  Consequence of not using C |
| Keywords or phrases your customers use to describe your product (key messaging you use across your materials) |  |
| Differentiators to highlight  (How are you different from the competitor)? |  |
| Key points to make in post (this can take the form of an outline) |  |
| Key images/visuals like charts or graphs to support the post |  |
| Takeaway: what do you want the reader to know/learn/do after reading this post? |  |
| BOFU Call-to-action | Examples:  Contact us  Schedule a demo  View this product demo  Download this xx checklist  Acces this template |