Landing Page Creative Brief

COMPANY NAME

CONTACT NAME(S) & POSITION(S)

CONTACT INFORMATION

CAMPAIGN NAME

CAMPAIGN TIMELINE

Overview

High-level summary of the project & any details about the brand or campaign that will be helpful for the creative team to consider. Include where/how this landing page fits in a specific campaign or marketing plan, the ads associated, and the product, service, or offering are you promoting.

Main Offer: Lead magnet, product, webinar, trial, etc.

Channels: Search, Display, Paid Social, etc.

Goals / Measurements

Establish goals and KPIs for your campaign/landing page. Then assess how successful the page was at the end of the campaign based on these goals. Iterate and optimize based on your learning.

Strategic goal(s)

Measurable goals

Target Audience / ICP

In order to build trust and inspire action, it's crucial to know who the page is geared toward—audience segment, ad group, persona, etc.—based on your campaign and larger marketing goals.

Primary audience

Secondary audience (if applicable)

Value Proposition

What will the audience gain by engaging with your page?

What are the key benefits you want to communicate about your product, service, page offer, etc.?

What are your audience's main values?

What are the top pain points or challenges for your audience?

What value does the landing page offer add?
(Free trial period, limited-time sale, content download with expert insights, etc.)

How does your product/service/content solve these challenges?

Messaging

What brand values are you using to shape the tone of this campaign?
How does your product, service, or offering align with these values?

Target keywords for search or remarketing campaigns (if applicable)

What do you want your audience to learn, feel, or do on the page?
What is the main call to action (CTA)? This should directly relate to the goals above.

What reasons would lead a landing page visitor to reject your offer?
Define potential concerns up front so you can address them in the landing page copy.

Are there any topics or subjects the landing page should NOT include?

Scope / Deliverables

How many landing page variations do you need?
Will you be A/B testing multiple versions of the page?

- ☐ Is this page a new design?
- ☐ Is there a wireframe or template? (Include link)
- ☐ Is this page a refresh or redesign of existing content?

Are there any other types of content associated with this page that need copy or design?
For example, do you need a thank you page—or email?

What informational and creative assets do you have for this landing page?
Include ad creative or copy, product details, competitive analysis, images available for use on this page, etc.
Add Figma or Google Drive URLs.

Do you have any examples of similar landing pages or campaigns to use as a reference?

Blockers
Are there potential internal or external factors that could get in the way of completing the deliverable, adhering to the budget, or delivering on the timeline? If so, how are you planning to overcome these?

Copy Requirements

Headline:

CTA:

Subhead:

Benefits:

Features:

Is there a special offer? (discount, limited time, etc.)

What other information needs to be included?
(social proof, testimonials, form, product details, etc.)

Design Requirements

Brand guidelines:

Link to wireframe or template if applicable:

Related campaign assets (such as ads):

Meta image details:

Tools: Figma, Sketch, let designer choose, etc.

Development Requirements

Page title:

URL:

Meta description:

Distribution Channels

How will your audience find your landing page? What is the specific purpose of each of your distribution channels? For accurate tracking, add UTMs for each!

Channel / Distribution Method	Purpose

Team roles & responsibilities

Who are the team members / what are the roles needed to complete this project? Who are the stakeholders and reviewers? What are the responsibilities of each role?

Role	Responsibility
Project Owner	
Leadership Stakeholder	
External/Cross-Functional Stakeholders	
Project Manager	
Strategist	
Ad/Creative Copywriter	
Ad/Creative Design Lead	
UX Copywriter	
UX/UI Design Lead	
Development Lead	
SEO	
CRO	
Reviewers/QA	
Paid Advertising (Ad Campaign Setup)	
Social Media/Organic	

Timeline

What is the delivery date? It's often easiest to start here and work backwards.

How long does each phase take? Think about kickoff, strategy, creation, review, and development—and be realistic!

Date	Milestone

Budget

What is the budget for the team/page creation?
(Number of hours, cost to hire external resources, etc.)

What is the paid media budget?
(Overall or per channel)

Hosting & Maintenance

Where will this landing page be hosted?

How often will you evaluate via reporting and analytics?

Does this page need to integrate with any other systems?
(For example, a form that needs to be linked to a CRM)

Will the content need to be updated in the future?

Are there any other next steps that need to be added?