

# LinkedIn Sponsored Content Campaign Brief

## 1. Campaign Overview

Project Name

Objective

## 2. Target Audience

Audience Description

Location(s)

Industries

Job Functions / Titles

Other Targeting Criteria

## 3. Creative

Post Copy

Headline

Call to Action

Image / Video Asset

## 4. Delivery & Budget

Campaign Timeline

Budget

Optimization/Measurement

## 5. Additional Notes/Comments