

Marke2ing's example marketing supplier brief

Your guide to creating a watertight brief.

You've put the hard work into finding a supplier and you've found one you want to work with. Well done, that's a big hurdle over with (if not, then be sure to read our "[7 steps to confident, fret-free insourcing](#)" to help you get there as painlessly as possible¹). But you want to continue with that thorough process by providing your new found supplier with a brief so sound that there's no mistaking what it is you're looking for from them.

Below is an outline of a logical structure designed to walk you through the briefing process. We've flagged some pieces of information as being "critical" to indicate those which are most crucial to the briefing – remember, the more quality information you feed into the process, the better position you're putting your supplier in to respond to your needs. The purposed of this rating is not to highlight pieces of information you can leave out or pay less attention to, rather that you should ensure you invest time in getting those sections marked as "critical" right. As owner of this project it's your responsibility to take care to cover them all.

Marke2ing Supplier Brief	
Background information	Critical
Consider sharing: Your USP(s), positioning statement, vision/mission Your branding: Brand image, brand guidelines, tone of voice Client information: Target audience, characteristics, personas, usage scenarios Competitive information: Competition and your key differentiators Marketing benchmarks: indications of relevant marketing results from past activity	Critical
*	
Define your objective(s)	
As clearly as possible detail the core objective(s) of this project. Ask yourself what is the key purpose of this piece of work? Consider sharing your wider business objectives too, to give them context and understanding of how their work will contribute.	Critical
Project outline / description	
What is the main purpose of the project? As best you can (as your supplier should help you define this in far more detail), describe the core elements of this piece of work.	
Measurement and results	
How can you measure the success of this project? Do you have the tracking tools and processes in place to do so? If not, ask yourself whether creating them should also form a part of the overall project. Call(s)-to-action: If you have an idea already of what these may be, share	Critical

<p>them. Though expect a thorough supplier to potentially suggest others once they've understood your brief.</p> <p>Frequency: At what points during execution will you measure success?</p> <p>Format: Will you gather quantitative and qualitative feedback?</p> <p>Critical success factors: what factor(s) do you deem as absolutely critical for this project to be a success?</p>	Critical
Timescale	
<p>When do you want to see your project executed? When do you need to be contributing those results?</p> <p>If your project is multi-faceted or complex in nature, it may be worth breaking it down into more manageable chunks.</p> <p>What else might impact your project? It may help to factor in seasonality, holiday time (yours, your clients, your suppliers), big industry events etc.</p> <p>At what point is it sensible to run your first post-project review?</p>	Critical
Budget	
<p>Think carefully about what budget information you share upfront with potential suppliers as you may want to review their fees having given no indication to what budget you have available. What you must do, is be aware of what budget you think you have available to invest.</p> <p>You may want to share a ballpark figure, or a threshold you find acceptable (e.g. between £X and £Y. You may want to give them a maximum amount they must not exceed, and then review the breakdown of their costing. (Refer back to our "7 steps to confident, fret-free insourcing" to remind yourself of how to help shape an idea of what budget might be appropriate.)</p>	Critical
Functional / technical specifications	
<p>Does your project call for specific technical elements? E.g. Programming language to align with your website, compatibility with internal systems, reporting formats...</p>	
Examples	
<p>Find examples of relevant work that you've seen and like. The clearer a picture you outline, the more likely your potential supplier will be able to build a proposal. There may not be perfect examples of what you're looking for, but more than likely you'll find examples of parts of what you're seeking to achieve.</p> <p>You could share anything from colours, layouts, design, websites, printed materials, wording – whatever format is relevant - that you like.</p> <p>But maybe you're not sure exactly what you're looking for – or your project is a first! If so, sharing what you don't like can be equally as helpful. If you feel strongly against certain elements, then outline them upfront so your supplier knows this in advance and can avoid wasting your time by omitting them from their proposal upfront.</p>	
Considerations	
<p>Are there any other secondary considerations you can make your potential supplier aware of?</p>	
Stakeholders	
<p>Who in your organisation will be involved in this project, and at what stage? Does</p>	

your project potentially involve other suppliers or partners perhaps?	
Project communication	
Put thought into how to best facilitate communication throughout the project process, both with you and your supplier, and those stakeholders who will be involved throughout the process. Frequency: What frequency is appropriate? Format: Will you check in on the phone or via email? What format should their weekly report take?	
Post-project review	
Though this may seem a way off, do consider when might be an appropriate time to at least earmark a date for a post-project review with your supplier, and other stakeholders if necessary. If a project's worth investing in in the first place, then it's also worth putting the time in to performing a thorough analysis of the results and in considering ways of improving it moving forward.	

Download our supplier briefing template

We're happy to share this briefing template with you in a format that you can edit yourself. Call or [email us](#) and we'll send over an editable Word template, or can share a version available in GoogleDocs.

About Marke2ing

Marke2ing is a plug&play growth support service, focusing on 2-way communication. Fast-track your marketing with our efficient, reliable, quality marketing support.

¹ If you've not found a supplier yet, but know you need one and aren't sure what to do next, talk to us. Finding excellent suppliers is one of our specialities and we can help you do the same. We also have a network of efficient, high quality suppliers so we may already know someone who fits the bill.

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