

# Google Ads Agency Briefing Template

Use this template to create a comprehensive briefing for your Google Ads agency. Fill in each section with relevant details to ensure effective collaboration and successful campaign outcomes.

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## 1. Business Goals

- **Objective:** Clearly define your business goals.
  - **Examples:**
    - Increase [specific metric] by [percentage] within [timeframe].
    - Generate [number] of qualified leads per [time period].
    - Improve brand awareness by increasing website traffic by [percentage].
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## 2. Campaign Objectives

- **Objective:** Break down how Google Ads will support your business goals.
  - **Examples:**
    - Drive product sales for [specific product/service].
    - Increase sign-ups for [specific offer/newsletter].
    - Promote the launch of [new product/service].
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## 3. Target Audience

- **Demographics:** Age, gender, location.
  - **Interests & Behaviors:** Online activity, purchasing habits.
  - **Customer Personas:** Describe key customer personas with detailed traits.
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## 4. Branding Guidelines

- **Assets:** Attach logo files, brand colors, fonts.
- **Tone & Style:** Describe tone of voice and messaging style.

- **Reference Campaigns:** Provide examples of past successful campaigns.
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## 5. Key Performance Indicators (KPIs)

- **Measurement Criteria:** Define metrics to measure success.
  - **Examples:**
    - Cost Per Click (CPC)
    - Return on Ad Spend (ROAS)
    - Click-Through Rate (CTR)
    - Conversion Rate
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## 6. Budget and Timeline

- **Total Budget:** Specify the overall budget.
  - **Daily Spend Limit:** Set daily limits if applicable.
  - **Campaign Duration:** Define launch and end dates.
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## 7. Products or Services

- **Description:** Provide detailed product or service descriptions.
  - **Unique Selling Points (USPs):** Highlight key selling features.
  - **Current Promotions:** Mention any ongoing promotions or discounts.
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## 8. Competitor Insights

- **Competitors:** List main competitors.
  - **Strategies:** Describe competitors' advertising strategies.
  - **Market Trends:** Note relevant industry trends and benchmarks.
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## 9. Reporting Expectations

- **Frequency:** Indicate report frequency (e.g., weekly, monthly).

- **Format:** Specify preferred formats (dashboard, PDF summary).
  - **Metrics:** List key metrics and insights to be included.
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## 10. Communication Channels

- **Preferred Tools:** Specify tools like email, Slack, or project management software.
  - **Check-ins:** Schedule regular check-in meetings.
  - **Point of Contact:** Identify a primary contact from your team.
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By completing this template, you'll create a detailed briefing that ensures alignment with your Google Ads agency, helping you achieve your marketing goals effectively and efficiently.