

FOUNDRY & CO

# Content / Blog Brief

For ongoing content marketing engagements

Printable brief · approx. 10 min · 15 questions

YOUR NAME

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EMAIL

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COMPANY

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IN ONE LINE

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## About your business

What does your business do? \*

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Website URL

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Where do you publish content today?

- Own blog
- LinkedIn
- Medium / Substack
- YouTube
- Newsletter
- Podcast
- Nowhere yet

## Audience

Who are you writing for? \*

What questions do they have that you can answer? \*

## Goals

What do you want content to achieve? \*

- SEO traffic
- Lead generation
- Thought leadership
- Customer education
- Community building
- Recruiting / employer brand

How will you measure success?

## Voice & format

Three words that describe your brand voice

e.g. "warm, expert, irreverent"

### Formats you want

- How-to guides
- Opinion / POV
- Case studies
- Interviews
- Listicles
- Data / research
- Newsletters
- Short video scripts

### Brands whose content you admire

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### Things to avoid

Topics, words, comparisons, AI-sounding phrases.

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## Cadence & budget

### How often do you want to publish? \*

- Weekly
- Fortnightly
- Monthly
- Ad-hoc

### Who handles publishing today?

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**Monthly content budget \***

- Under £500/mo
- £500-£1.5k/mo
- £1.5k-£3k/mo
- £3k-£6k/mo
- £6k+/mo

**Anything else**

**Anything else we should know?**

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When you're ready, complete the online version at the link Foundry & Co sent you. Required fields are marked with \*.