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| **Client:** | Little Green Button |
| **Contact:** | Katie Pigeon |
| **Project:** | Lead magnet |
| **Delivery date:** | 10th August 2018 (first draft) |
| **Copywriter:** | Sue Davison |

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| COPY BRIEF |

**How to use this document**

Firstly, **don’t panic!** It’s not a test. You won’t be graded. *And you can’t possibly fail*.

This brief is designed to get you thinking about:

* Your business (“what you do”)
* Your customers (“who they are”)
* Your relationship with your customers (“how do we help them?”)
* The sort of design/theme we can use to get your message across.

Secondly, **you don’t have to answer all the questions**. If you don’t feel that a question is relevant, or you’re not sure how to answer, that’s fine. We can look at these areas together. This document is the beginning of the dialogue that will shape your project.

**Why so many questions? Can’t you just figure it out?**

**In short, no.** You know your business inside out, but we have no idea how your business works. Your situation is unique. This document will help us understand exactly what you do – *and how we can create concepts and artwork that is specific to you.*

Ready?

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| **1. Your company:** *Describe, in plain English, what your company does. Avoid jargon or business-speak (e.g. “we provide solutions”, “we enable companies increase ROI” etc.).* | **Who are you?** *(“We are a factory… we are a shop… we are a website… we are a software development team, etc.”)* |
| **What do you do?** *(“We manufacture phone handsets, we develop apps for the android platform, we sell bicycles, etc.”)* |
| ***What are the core values of your business?*** *(E.g. Efficiency, integrity, partnership, empowering individuals, continuous improvement, be the change you seek, etc.)* |
| **2. Benefits to your clients/customers:** | **How do your products/services benefit your clients?** *(E.g. “the bikes we sell from our website get you from place to place faster than walking, cost less than a car, and are better for the environment! Best of all, we offer free delivery!”)* |
| **What do your customers/clients say about you?** *(This can be either good or bad things your clients say about you — so that I know where you’d like to continue to thrive as a business or improve).* |
| **3. Provide an overview of the project:** | **What is the project? What does it involve?** *(E.g. Branding/advertising/website/video project. For website, explain what features and functions you require. E.g., blog, social media, infographics, video, newsletter, online shop etc.)* |
| **Why are you doing it?** *(E.g. Raise brand/cause awareness, educate, sell a product, or be the thought leaders your field?)* |
| **4. Project objective:** | **What is your main objective?** *(E.g. to attract new customers, appeal to a new market, position yourselves as a ‘premium product, solve a specific problem, etc.)* |
| **How will you measure success?** *(E.g. sign-ups to website, increased call volumes, purchase of products online, etc.)* |
| **5. Conversion objective:** | **What is the primary *conversion* objective of the copy?**  *A conversion goal is anything you want your website to achieve. Examples include:*   * *An enquiry about your product by phone or email…* * *A sign up to your site or subscription to your newsletter* * *A click-through to another site* * *More comments on your blog or inbound links from other sites (“linkbait”)* |
| **Are there any secondary objectives?** *(E.g. Increased brand awareness, greater number of purchases by under-25s, website (and copy) featured on another prominent site, etc.)* |
| **6. Target audience:** | **Who is your primary audience?** *(Share any demographic or behavioral insights you have on them, e.g. “Our clients are typically aged 30-40, have £1000 to spend, are university educated, female, interested in the arts and the environment, liberal, iPhone users, married but don’t have children, etc.”)* |
| **Are there any secondary audiences that you wish to target?** *(E.g. If you supply beauty products to high street stores, you might also want to supply them to spa owners as well – they’re not your main audience, but it’s worth appealing to them.)* |
| **7. YourUSP:** *(i.e. something your competitors can’t provide)* | **Describe your USP:** *(E.g. We are 50% cheaper than our nearest competitor, we sell our product in more colours, etc.)* |
| **Do you have any evidence to support your claims?** *(Case studies, product reviews, testimonials, etc.)* |
| **8. Your competitors:** | **Which of your competitors offer similar services or products to your business?** |
| **What advantage do they have over you? What makes them unique?** |
| **What does their marketing (website, brochure, etc.) look like?** *Provide links to their websites if possible.* |
| **9. Tone, style and message:** | **What is your brand tone of voice and style?** *(Conversational, formal, professional, educational, light-hearted, etc.)* |
| **What key messages do you want to highlight?** |
| **What action do you want your audience to take?** |
| **10: Budget and timescales:** | **Do you have a marketing budget set aside for this project that we need to be aware of?**  N/A |
| **What is your deadline to deliver the final product out to market?** |
| **11. Supporting documents:** | **Please list any supporting information that you have to share or provide links:** *(E.g. copy content, brand guidelines, previous advertising campaigns/videos, licensed photography or illustrations, surveys, testimonials etc.)* |
| **12. Your current copy:** | **Is there anything you like about your current copy? What *don’t* you want us to change?** *(E.g. Short, concise, headline-driven, etc.)* |
| **Is there anything you dislike about your current copy? What *do* you want us to change?** *(E.g. Too technical, too pushy, too long, too boring, etc.)* |
| **13. Additional information:** | **Is there anything else you think we need to know?** |