

Agency Copywriting Brief

Content type - article, infographic, research report?	<p>Complete Website Copy to Include</p> <ul style="list-style-type: none"> • 10 x Pages • 4 x Case Studies and • 4 x Blog Articles
Length	<p>Pages - 1500 Words X 10 = 15000 Words</p> <ul style="list-style-type: none"> • Home • About • SEO • Google Ads • Messenger Marketing & Chat Bots • Content Marketing • Facebook Ads/Social Media Marketing • Managed WordPress Hosting • FAQ's <p>Case Studies - 400 Words X 4= 1600 Words Blog Articles - 1200 Words X 4 = 2800 Words</p> <p>Total Words = 19400 = \$1400 AUD</p>
Where it will be used and reused	<ul style="list-style-type: none"> • Pages will be used as the websites copy. • Case Studies will present previous works and examples of services conducted with past clients. • Blog Articles will provide insightful pieces for sharing on social platforms such as LinkedIn, Facebook, Medium etc.
Keywords	<p><i>Suggested keywords that the writer should include, based in your research.</i></p> <p>Will provide a content template for each page. This will be provided in a directory folder. It is expected you use the SEMRush SEO writing assistant add-on for Google Docs to receive instant recommendations for content optimisation on the best-performing content in Google top 10.</p>
Background	<p><i>Why your brand wants to create this content now.</i></p> <p>This content is required to create a website to create a new agency brand</p>
Supporting evidence	<p><i>Provide your writer with any additional internal or external research that has driven this brief.</i></p>
Insight or angle	<p><i>The reason or purpose that your brand feels able to contribute to this subject area. This will be a combination of your overall content positioning statement and your brand's unique insight or angle for this particular piece.</i></p>
Tone of voice	<p><i>Summarise your brand's personality using your tone of voice guide so your writer can effectively portray your brand. e.g. 'At db we use conversational language that's easy to read and free of jargon. We aim to educate our audience and fulfil our content positioning of helping to change digital behaviour.'</i></p>

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Target audience	<p><i>Provide information about your personas and the audiences you want to reach with this piece of content.</i></p> <ul style="list-style-type: none">• Small Business Owners• Enterprises• Ecommerce Business Owners• Entrepreneurs• Website Owners• Startups• Corporates• Brands• Resellers
Response	<p><i>What do you want the target audience to think or feel when they have read your article?</i></p> <ul style="list-style-type: none">• Compelled to take action• Leave lead in Request Call back Form,• Carry out Free Consultation or Audit.• Call Number• Recognise we are authority in digital space• Establish we are a trusted credible agency• Recognise we are certified professionals• Download Lead bait