**Social Media Website: *Creative Brief***

Websites of inspiration

* Pinterest
* Instagram
* Snapchat
* LinkedIn
* YouTube

\* What is this project?: To create a responsive website about a topic of your choice (social media) and present information about that topic in a creative manner.

\* Who is it for?: anyone wanting to know information about popular forms of social media.

\* Why are we doing it?: to inform the viewers of useful social media platforms.

\* What needs to be done? By whom? By when?: anyone; sign up for these important social medias.

\* Where and how will it be used?: on the internet and on any device such as a computer or smart phone.

1. **Background Summary: Who is the client? What is the product or service? What are the strengths, weaknesses, opportunities and threats (or SWOTs) involved with this product or service? Are there existing research, reports and other documents that help you understand the situation?:**

The service of this website is to inform anyone who is interested in becoming more knowledgeable on popular social media platforms.

Strengths: this website is very informative, and the knowledge comes from a user of all of the platforms listed.

Weaknesses: this information can be found on the internet already, it is just simply located all in one place on this website.

Opportunities: to gain more knowledge as these medias change and update.

Threats: other websites that give reasoning on why these social medias should be used.

Other websites that did research on the perks of these medias helped me gather what I wanted to say with this website.

1. **Overview: What is the project? What are we designing and why? Why do we need this project? What’s the opportunity?**

I am designing this website because I am grateful for the presence of these medias. I enjoy using them and they are a great source of marketing and I believe others can benefit like I do. The opportunity of this project is to inform users of something useful.

1. **Drivers: What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top three objectives?**

As the driver, I am trying to gather my knowledge and research and present it in a user-friendly way. The three objectives of this project are to be informative, user-friendly, and persuasive, meaning to get users to use these social medias.

1. **Audience: Who are we talking to? What do they think of us? Why should they care?**

Everyone is able to use social media. The viewers should be at least interested in trying new forms of social media and/or should already be using it. They should care about this website because it is a source of knowledge and research.

1. **Competitors: Who is the competition? What are they telling the audience that we should be telling them? SWOT analysis on them? What differentiates us from them?**

The competitors of this website are websites that have compiled their own research on these medias. They are telling their audiences about the media they have chosen to research on. These websites are also informative (strengths), but they only present research on one platform (weaknesses). They can use my website (opportunities) to add to their website or to become more informed on a wider variety of medias. My website and other similar websites can be seen as a threat to them (threats).

1. **Tone: How should we be communicating? What adjectives describe the feeling or approach?**

We should communicate clearly so the target audience can understand what this website is all about. Some adjectives that describe the approach of this website are: user-friendly, clear, understandable and comprehensive.

1. **Message: What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want audiences to take away?**

We are trying to get the target audience to sign up and/or use these medias because they are very helpful and enjoyable to use. This is already clear from the website.

1. **Visuals: Are we developing new images or picking up existing ones? If we are creating them, who/what/where are we photographing or illustrating? And why?**

I am using existing images from the internet to show the medias logos and perks.

1. **Details: Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget?**

A budget, for the website itself at this time, is unnecessary because I was able to create this website for free using Atom. The only thing that is mandatory is to state the preconceived information about these medias, what they stand for, and how they can be used.

1. **People: Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means?**

Google analytics will inform us of who is viewing the website and with that information, the website can be adjusted to further satisfied the audience’s needs.

**Come up with a marketing plan for your website. Explain your business rationale and how you are going to reach your target audience? Based on your objectives, come up with a marketing recommendation for your site. Choose either twitter, google adwords, or Facebook. List what keywords are you going to buy? What is the duration of your campaign and total cost?**

**Marketing plan:**

I am providing a knowledge and research-based website to inform anyone interested in learning more about social media. The target audience can be easily reached by making this site user friendly on all devices.

Based on the objectives of this website, the website can be used on any device. Another marketing recommendation would be to have it be the first search result on google.

Using google adwords, some keywords I would like to buy the words “media” and “social”. Other words that can purchased are “reasons” and “network.”

This campaign would not have a set duration; it will be continuous, and the budget will vary as time goes on. As of right now, the budget is fairly small: just need to buy the adwords.