**Creative Brief**

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# Website Links

<http://writewan.company/index.html>

<http://writewan.company/about.html>

<http://writewan.company/services.html>

<http://writewan.company/service-landingpageoptimization.html>

<http://writewan.company/service-websitecopywriting.html>

<http://writewan.company/service-contentmarketing.html>

<http://writewan.company/service-brandcopywriting.html>

<http://writewan.company/service-emailmarketing.html>

<http://writewan.company/portfolio.html>

<http://writewan.company/contact.html>

<http://writewan.company/privacy.html>

<http://writewan.company/casestudy.html>

# About Write Wan

Write Wan is a start-up copywriting company that provides various copywriting services. Write Wan aims to help businesses promote and engage customers better by composing the best content and copy as possible. With a range of collaborations with different brands and 6 services to choose from, Write Wan is confident that their knowledge and expertise will help elevate their customers’ businesses. Write Wan aims to work hard to be one of the best leading copywriting companies in Singapore.

# Target Audience

* Businesses who wish to revamp their website
* Influencers who are looking for a comprehensive write up for their social media posts
* Businesses launching new marketing campaigns
* Major private corporations and public companies
* Start-ups, small and mid-size enterprises
* Digital agencies
* Knowledgeable marketers

# Goals of New Site

* Provide copywriting services for businesses and individuals in Singapore
* Generate lead and brand awareness
* Engage users through various call-to-actions

# Competitors or sites we like

[Speech Silver](https://speechsilver.com/)

Pros:

1. The website uses sleek design layouts and unique icons.
2. The website has a fair bit of call-to-action between pages that allows users to subscribe to their newsletter.
3. They included a wide range of their past projects on their portfolio page which could help to build trust and showcase their capability to their customers.

Cons:

1. The website does not contain any drop-down buttons that lead the users to the other sub-pages, e.g. the different types of services. This will require users to navigate through pages before getting to the page or information that they are looking for.
2. The website has a “client” page showcasing all of its past clients from A-Z. It could be further elaborated by including pictures and features or what they did for them instead of just listing down the company names.
3. Does not have strong call-to-action.
4. Hero image is not related to the company's nature of business.
5. Portfolio page that does not attract visitors to click and find out more.
6. Offers too many services that look similar in the eyes of clients who are not knowledgeable in copywriting.

[Michal Eisikowitz](https://michaleisikowitz.com/)

Pros:

1. The website has a great complementary color combination.
2. The website contains attractive user interaction such as slider and hover effects.
3. The website’s footer contains direct links for users to get in touch with the company such as through mail and LinkedIn. They also included a mini form for users to enter their particulars which we thought was fast-free and user-interactive.
4. Focused on the benefits she offers and follows with immediate CTA.
5. Breakdown the customer segments she works with.
6. Combines her personality into her brand.
7. Offers ample social proof supported with statistics.
8. Use of typography that captures and retains the reader's attention.

Cons:

1. Page is not as responsive. When minimizing the window, the logo and header shifts which causes it to disappear to the sides of the page.
2. Their “Pricing guide for copywriters” page used plenty of different colors which could be messy and a little too overwhelming for the customers.
3. The website cramped all of their services into one page. There were no separate pages to explain the individual services that they provide. There might be a lack of information for the services if the customers wish to find out more from the website.

# Look & Feel

1. The website was created to give a soft look to show that we understand and empathize from the customers’ point of view. It will also allow us to gain trust from the customer, and therefore engage us to help them with our copywriting services.
2. The copywriting of our website is written from the customers point of view. We included terms such as “This is about you”, “Does this sound like you?” to emphasize that we are standing with the customers and the services that we provide will be based on what the customers want and their needs to improve the business.
3. Write Wan wants our customers to know that we are confident in helping them, our content includes many marketing problems and goals that our customers can relate to. Our copywriting supports our brand message of "Hey, look no further because you've come to the right place."

## Font Styles:

* Playfair Display
* Open Sans

## Colour Theme:

#FFA39E

#4D504A

#5C7669

#FFFFFF

#757B66

#F2F3F0

# Technical Features & Requirements

* Compressed and minified CSS
* Naming images via SEO guideline and putting alt text for images
* Installation of google analytics
* SEF friendly URL
* Meta title and description in web page
* Simple hierarchical site structure
* Data submission to be secure and free from data leaks
* Responsive Typography

# In-House Requirements

* To develop a full-fledged website with a minimum of 12 pages by a team of 4.
* To be mobile responsive
* To be browser-friendly for IE, Firefox, Safari and Chrome
* Original Web Copywriting Content
* The use of Bootstrap framework and jQuery framework is allowed
* SEO optimization of title and meta description is required
* Favicon is required
* Google analytic installation is required
* The website is required to be uploaded online
* Copyright at footer is required
* Contact Form is required
* Privacy Policy page is required

# Content

The purpose of designing Write Wan’s webpage is to provide information on the copywriting services it offers. It also aims to attract the customers to use its services with the various user-interactions implemented on the website. The website uses green and pink colors where green symbolizes money and growth while pink represents passion, sensitivity and sympathy towards its customers. Overall, Write Wan aims to provide the best copywriting services that are put together by competent members of the team.

## Home Page

The Home Page is where the user forms his/her first impression of Write Wan. Keeping it concise and personalized is the way to persuade a potential customer instead of going too overboard. This explains the key sections on the home page, namely “Choose your business doppelganger” & “How's your story going to end?”. They are strategically placed at the start and end of the home page to capture the attention of the site visitors just when they enter and/or exit the page.

This page is able to effectively introduce to the site visitor what a great copywriting company like Write Wan can provide for them and the types of services available to counter the various issues they may have with their business.

To further persuade them, the home page also proudly displays (with a carousel) the 154 businesses that the Write Wan has helped. This can give the site visitor a stronger sense of security and therefore would potentially engage Write Wan's copywriting services.

Call-to-action buttons can be seen in almost every section to lead the potential customer to the company’s contact page, services page, and portfolio page, where they can find out more about what the company has to offer.

## About Page

A get-to-know page allows clients to know more about the four founders of Write Wan. This page shows the founders' commitment towards their clients and their readiness to work harmoniously together to tackle each project.  It also displays Write Wan's professional working ethics in order to entice potential clients to click on the "Schedule Call Now" button as work ethics is a key influential factor. Furthermore, past clients’ testimonials are shown as they strengthen Write Wan's credibility and encourage future clients to interact with the company.

## Service Landing Page

The Service Landing Page acts as a home page for the six services that Write Wan offers by providing a summary of each of the service. Users would be able to navigate to the six services from the Service Landing Page. This page uses an understanding tone to show that we care about how the customers feel which will allow them to trust us and utilize our services.

This page contains call-to-action that will lead the customers to fill in the contact form so that we can reach out to them. All buttons and cards on this page contain a hover effect to create a better user experience for the customers.

## Services

There is a total of 5 service pages and a dummy page.

The service pages consist of useful and latest techniques that Write Wan provides in order to improve their clients' sales rates. From project research to finalizing the campaign, Write Wan is determined to provide the best solution for their clients while solving their pain points. Every service page also include reviews from previous clients which will help to gain customers’ trust and attract more potential customers to engage with Write Wan's services.

The five service pages are as follows:

* Landing Page Optimization
* Website Copywriting
* Brand Copywriting
* Email marketing
* Copywriting solutions

## Portfolio

The portfolio page displays past works done for clients. Images related to the clients’ companies or their marketing campaign are displayed and aligned in an orderly manner. All images are interactive with hover effect. Clients can click on the images and will be directed to the works done for the client.

## Case Study

The case study page displays a detailed showcase of the work done for past clients. The client company name is displayed in the header and a testimonial is written below. Caption titles of the past clients’ reviews are bolded to bring attention to how they feel about our work and a button allows visitors to view the live website.

The page follows up with short background information of the past client companies, the problem they faced and the solution our company offered. Potential clients are able to identify with them and know that our company has experience with similar clients and problems. By displaying tailored solutions provided for our past clients, we want to show the potential clients that our company offers personalized solutions that suits them best.

The page ends with a strong call-to-action for potential clients that shows our confidence to provide them with great results.

## Privacy Policy

The privacy policy page provides information on how our company handles customers’ private details.

## Contact Us

This page consists of a form for potential customers to fill in. The purpose of this form is to get the customers’ contact information as well as their enquiries regarding the services that Write Wan offers. This form will allow us to get to know more about the customers, namely their company information, the industry that they are in, their current website, and the concerns that they have. After doing background research on the information that they have provided, we will then be able to connect and communicate better with them.