

## Project Overview

Business Name	Innovateful Marketing Group
Client Name	Sarah Lawton
Social Security Number (SSN)	537-46-9823
Project Category	Website Development
Client Status	Active
Social Media Platform	LinkedIn
Social Media Username	innovateful_sarah
Password	M@rketing2024!

## Client Brief

The client, Innovateful, is aiming to establish a distinctive and user-friendly website to promote their forward-thinking services and portfolio in the marketing industry. Their primary target audience includes startups, tech companies, and SMEs looking for creative marketing solutions. The key objectives are to clearly communicate Innovateful's value proposition, highlight previous campaign successes, and facilitate lead generation via compelling call-to-action elements. The website should reflect a clean, modern aesthetic with a mobile-first responsive design, integrating their existing color palette and brand typography for consistency across digital channels. Required site sections include a dynamic homepage, services overview, portfolio with interactive case studies, client testimonials, team bios, an insights/blog area, and a contact form with CRM integration. SEO optimization and fast loading times are essential. Innovateful also seeks integration with their current email marketing platform and the ability for internal staff to easily update content without advanced technical knowledge. A secure backend, data privacy compliance measures, and analytics tracking capabilities need to be incorporated to align

with their operational standards. The project should be completed within 8 weeks, including user testing and revisions.