

# CREATIVE BRIEF

Did you know that 94% of consumers research products online before buying? Or that three out of five people use search engines as a go-to shopping resource?



## YOUR COMPANY

*Your brand strategy is directly connected to the needs and emotions of your customers. A brand is so much more than a logo and a website. It's what sets you apart from your competition.*

- Tell us a little about your industry.
- Describe your company in at least 3 words (more is better).
- What is your brand's mission statement?
- What are your values?
- What are your client's pain points and how are you helping to solve them?
- What is your marketing goal and budget?
- What/Who is your target market? Demographic, geographic, age, gender, household income, commercial/residential
- How do customers find your business? Word of mouth/referrals, Online ads, Phone calls, Print advertisements, Direct Mail, social media, Community groups (Nextdoor), Google ads, Events, Other.

## QUESTIONS TO ANSWER, THINGS TO CONSIDER.

- What colors, fonts, and images define your brand?
- Is your website optimized with keywords (SEO)
- If a person wanted to search for your services, what words would they use on Google? (list words)
- Do you have Google analytics to track website statistics, conversions and click throughs?
- Set up Google Search console to submit XML sitemaps, so Google crawls and indexes your website?
- Every page on your website needs a page title and meta description to help Google find your content.
- Do you want people to call or email you directly or have them fill out a contact form?
- Do you have a pop-up on your website to gather leads?
- Do you have an automated email marketing platform such as Mailchimp. Is your website integrated?
- What social platforms do you have or want? Facebook, Instagram, YouTube, etc. Add links to website.
- Consider setting up a Facebook business page. Share with existing contacts to gain followers.
- Be consistent with social posts. Same day of the week. Add promotions. Schedule posts in advance.
- Use Facebook ads to your target audience and Google ads using keywords. <https://ads.google.com/home/>
- Consider Geotargeting, advertising to prospects in specific locations. <https://places.google.com/business>

## OTHER THOUGHTS & NEEDS

Please let us know what else you may want or need.