



3 Rising Tide Drive, Unit A ■ Beaufort, SC 29902 ■ www.contentclear.com

The Web Creative Brief

Identify the key messages for your target audience.

*By Pam Foster, Founder and Senior Copywriter, Web Content Optimization
ContentClear Marketing www.contentclear.com*

Your Business

Business Name: _____ Contact name: _____

Business description/what it does:

years in business: _____ # employees: _____ # customers to date: _____

Describe your ideal/target customer:

- Gender, age, geographic location (very important), cultural considerations:
- Characteristics:
- Major “pain,” problem or need they have related to your business:
- Solution they’re looking for:
- Participation (expected use of your site):
- What motivates and inspires this audience:
- Customer insights from research, anecdotes:

List your main products or services and the solution they offer your customers:

The purpose of your promotion: (Check all that apply):

- Sell products
- Generate leads for sales rep follow-up
- Provide an electronic portfolio of your products, services or work
- Upgrade your company/product's image
- Promote membership/sign up members to build relationships
- Educate customers and offer a library of information
- Provide a discussion forum for like-minded people
- Allow visitors to search your inventory or see product options
- Offer product demonstrations, seminars, training materials
- Other _____

Business marketing and sales goals for your promotion (Check all that apply):

- Cultivate more customers
- Focus on selling more products and/or services to existing customers
- Grow specific products or product lines
- Launch a new product or service
- Reinforce/support other marketing efforts (not serve as the main marketing outlet)
- Other _____

Current Situation

- Competitive climate:

- Barriers to overcome—what might stop customers from buying? (Price, not aware, selection)

- What marketing efforts have worked? Not worked?

Content Optimization Considerations

- **Essential: What's the main UNIQUE benefit or solution *only* your product or service can offer?**
(This is the USP, or Unique Selling Proposition/Unique Solution Proposition)

- List the key features of your service.
- List the key benefits that those features deliver to customers.
- **ESSENTIAL: What keeps prospects up at night? (What's the #1 pain they're hoping to solve?)**
- What is your Big Promise (what, exactly, are we promising that our product will do): **What's the single most important benefit message or offer for the target audience?** In one sentence.
- **ESSENTIAL: How does your big promise solve the prospect's #1 pain?** What are you really selling? (E.g., we are not selling grass seed or even a greener lawn; we're selling house pride with very little work or expense.)
- What is the support for the key messages, the proof or "reasons to believe" (testimonials, endorsements, case studies, product specifics, etc.)?
- What are the obstacles and objections that need to be overcome for success? For example, are you asking your audience to switch brands...try something totally new...try something unknown?
- Who/what are the competitors to your product/service offering?
- What competitive considerations need to be taken into account for the messages on your site?
- What is the tone or "voice" to be conveyed in your messages? (serious, lighthearted, fun, practical)
- Does your audience know you?
- **ESSENTIAL: What keywords do your target customers use in search engines (google) to find what you offer?**
- What is the call to action? How can the audience respond to you (phone/email/Web/mail/fax)?
- What company contact information is to be used?