

My Brain Dump

Communications Strategy OR Copywriting briefing

Client/Brand:		Date briefed:	
Project:		Date required	
Copywriter:	ANDREA ROWE	Approval by:	

Well hello there ... what is the name of the organisation you'd like to talk about and what industry are you in?

So...you need a copywriter / content and PR / communications strategist...but just WHAT form of media do you need me for?

A website, brochure, letter, newsletter , social media campaign and will it be supported by or integrated with any other marketing and communications?

What are you up to, where are you at?

What is your primary business objective, goal, challenge and opportunity?

Ok, hit me with it! I want to know it all! (Well the background info at least)

Do you have a business strategy?

Do you have a marketing strategy?

What other brands / businesses are active in your area of expertise?

What is your point of difference? How are your brand / product sold, presented and messaged at the moment?

Do you have any new aspects / selling features you have identified?

And the rest....tell me more.....

Who are we talking to here?

Who is your target audience? Age grouping, demographics, geodemographics / like and dislikes?

What customer insight do you have?

What position do YOU wish to occupy in the readers mind?

The Big Bad B words...Brand! This helps me nut out a copy, content and communications strategy after we chat.

What is the positioning of your Brand in the context of your target audience?

What is the Brand image to this audience

Are there past campaign activities that you have liked?

Let's talk propositions ... what's yours?

What key features / product / service need to be focused on to support your proposition?

How exactly will the features benefit the reader?

Why should they believe in and support your proposition over another's ?C'mon let's talk interesting facts, surprising quirks and tid bits...I'm sure you've got some tucked away that you probably don't even realise are special!

Let's bring in some expert help.

So, let's look to specialists/ experts and... your users / supporters and clients...got any testimonials, guarantees, feedback that we can use with their permission?

Now let's talk tone.

To help me capture this copy, I like to discuss tone and style of copy. It's important that we get that right. What language / style do you like? Casual, professional., sassy

Call to Action

So, we've got their attention...what do we want them TO DO? Call us, visit our store, visit facebook, enter competition, buy product ? And how do we go about it?

And one more thing.....the mandatory and must haves

Are there terms and conditions I need to be aware of?

Closing dates, legal issues, branding guidelines, registered trade marks, corporate guidelines...whatever is useful to me and identified as must-have's to you.

Existing content and media

I'm sure you've got some info and materials around. What site, navigations patterns or content are in use now?
And are there any relevant technical considerations?

What is your social media shadow? Sites, names, platforms etc?

Evaluation

How are you planning to evaluate the success of your campaign / materials?

Percentage of reach? Level of frequency? Response target? Revenue target?

A Market share or reach?

Is there a designated target / KPI / ROI / RSS and any other acronym to achieve?

And before we finish up.....

Budget	Timings
I'm guessing you have a budget as your communicating your message is important to you. What is your rough budget?	What are the critical timings and deadlines?

There ... that didn't hurt a bit ... and maybe along the way it's helped you finesse your thoughts.

This very lengthy yet helpful brain-dump document has been developed with pride, passion and professionalism by **www.andrearowe.com.au**