
Web Purpose/Creative Brief

Part 1: Your Business/Organization

Name: _____ Contact name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____ Cell: _____

URL: _____ E-mail: _____

Business/Organization description:

of years in business: _____ # of employees: _____ # of customers: _____

Part 2: Your Purpose

Purpose of website – What do you want visitors to DO?

(Check all that apply, **and then highlight the PRIMARY purpose**):

- Find your site via search engines
- Buy your products via ecommerce/shopping cart
- Come to your retail store (bricks and mortar)
- Email you with questions about your products, services, organization
- Become a qualified lead for your business
- View an electronic portfolio and/or case studies of your products, services
- Access a library of information
- Get up-to-date information/news that impacts them
- View and/or order product demonstrations, seminars, training materials
- Other _____

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

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

- Other _____

Sites you like the look and feel of, and WHY (sites in your field and any other sites)

1. Company: _____ Domain Name: _____

WHY: _____

2. Company: _____ Domain Name: _____

WHY: _____

3. Company: _____ Domain Name: _____

WHY: _____

Major competitors

Competitive climate (Who else offers similar products or services; who owns this space?):

1. Company: _____ Domain Name: _____

2. Company: _____ Domain Name: _____

3. Company: _____ Domain Name: _____

Part 3: Content Message Considerations

- **Describe your ideal/target customer the best you can:**
 - Gender, age, geographic location (very important), cultural considerations:
 - Characteristics:
 - Major “pain” or need they have that your business/organization can alleviate or address – **what keeps them up at night?**
 - Solution they’re looking for/what you help them do:
 - What motivates and inspires this audience emotionally? (Being a hero, having life balance, etc.):
 - Customer insights from research, anecdotes:

- **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 products or services.
- List the key benefits that those features deliver to customers.
- 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? This is the big "so what?" about your product or service. (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, stories, 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?
- What competitive considerations need to be taken into account for your site's messages?
- What is the tone or "voice" to be conveyed in your messages? (serious, lighthearted, fun, practical)
- What is the offer – a reason to buy or contact you **NOW**? (Limited-time trial offer, etc.)
- What is the call to action? (Order now, inquire now, sign up for our newsletter, etc.)
- How can the audience respond to you (phone/email/Web/mail/fax/go to your store)?
- What company contact information is to be used?