

The Creative Brief

Content Marketing Webinar v32



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**What is
Content Marketing?**



The Creative Brief
How to write it.
Why you need it.
Who uses it.

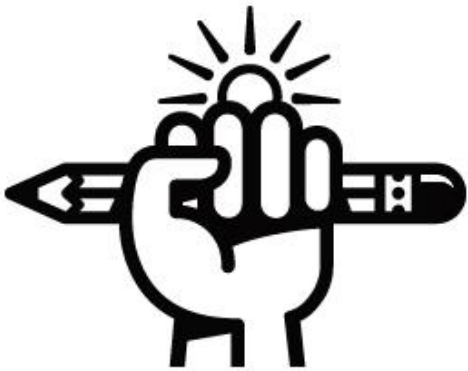


**The Creative Brief
Wizard**



**Creative Brief
Tips and Advice**

What is Content Marketing?



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It's the art of listening to your customers' wants and needs

- Search Box
- Social Media
- Web Analytics
- Keyword Popularity
- Customer Service
- Questionnaires
- Geo-Targeting



And the science of delivering it to them in a compelling way

- Articles
- Blogs
- Books
- eBooks
- RSS Feeds
- Printed Books
- Newsletters
- Videos
- Web
- Widgets



It's catching customers orbiting at high speeds

- Applet
- Desktop
- Events
- Information Portals
- Mobile
- Podcasts
- RSS Feeds
- Social Networks
- Video Portals



With information they want and need

- ➔ Downloads
- ➔ Deals
- ➔ Geo-Targeted Offers
- ➔ Interest-Targeted Offers
- ➔ Send to Friend
- ➔ Re-Tweet
- ➔ Likes
- ➔ Loves
- ➔ Repeat Visitation



It's testing campaigns to learn what works best

- ➔ A/B Testing
- ➔ Multivariate Testing
- ➔ Eye Track Testing
- ➔ Segmentation Testing
- ➔ Geo Target Testing
- ➔ Usability Testing
- ➔ Content Testing



And finding the most efficient path to engagement and sales

- Score Engagement
- Qualify Lead
- Evaluate Intent
- Induce Trial
- Motivate Purchase
- Get the Sale
- Correlate Assets to Sale



Content Marketing is a Process and Workflow

Content Planning

Competitive Intelligence
Keyword Research
Customer Research
Style Guides
Website Audit

Content Creation

Content Audit
Topic Research
Editorial Calendars
Content Sampling
Content Creation

Content Optimization

Keyword Silos
SEO Scoring
Page Optimization
Link Building
Tag Optimization

Content Editing

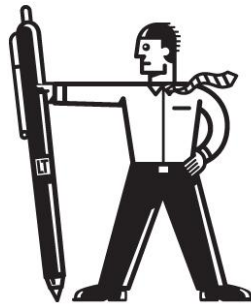
Style Proofing
Brand Infusion
Copy Checking
Copy Testing
Proof Publishing

Content Distribution

Twitter
Facebook
WordPress
Linked In
Blog

Content Performance

Listing Positions
Traffic
Time on Site
Repeat Visitation
Conversion Rates



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The Creative Brief



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What is a creative brief?

- Framework or foundation that informs a writer or creative talent of guidelines for a marketing or content project.
- Well-identified, concise, articulate summary of the key factors that can impact a project.
 - Company background
 - Target audience details
 - Information on competitors
 - Short and long term brand and business goals
- Meant to clarify and inspire original, exciting creative and copy
- Typically developed by creative team members working with clients on creative projects
- Also may be developed by clients/customers to direct creative team members



What questions does the creative brief answer?

- What is the project? What's the task at hand?
- Why are we doing this project? What is the problem or opportunity?
- What do you want to achieve?
- Who is the target audience? And why should they care?
- Where and when will it be used? Who will engage? How?
- How will it be remembered and retold?
- What needs to be done? By whom? And when?



What form can a creative brief take?

- Template Form
- Conversation
- Whiteboard
- War Room that evolves over time

Who should develop it?

- Client
- Writer
- Designer
- Someone that understand the real context that the work will exist
- Someone inside the mind of the reader or customer engaging with the work

Who should use it?

- Client, Writer and Designer



A creative brief is not....

- Appropriate or necessary for simple projects, assignments or content orders that are in the execution and production phase.
- Easy to create and communicate all the details necessary for performance and impact.
- A long summary of how great your company, products and/or services are and why they are better than the competition.
- An all-for-one document that applies to all your creative projects



Why is a creative brief critical to the creative process?

- Define the fixed parameters of a project
- Provide an objective strategy that can be agreed upon by all
- Metric by which to judge and evaluate the appropriateness of a solution.
- Contain all the relevant information in a single place
- Driver for the process that delivers the final creative asset



Some rules for success

- Every angle is different: Creative, Marketing, Customer
- Briefs can be organic, collaborative and inspirational, not overly directional, limiting or persuasive
- Think of the brief as a briefing, not a brief
- Try and write the brief for a creative writer, not your marketing manager
- Don't express the hype, or believe the hype. Find deeper roots that speak to the needs of the reader or consumer, not marketing gibbon
- Have a consistent theme to the entire brief
- Let the personality of the consumer or reader shine through
- Use evocative, unexpected language that inspires creativity



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Browse a few of our writers by industry skill level.

3-Star

Select Industry

[Search](#)

The Creative Brief Wizard

In simplest terms, a Creative Brief is a framework or foundation that informs a writer of guidelines for your content project. It contains a well-identified and articulate summary of the key factors that can impact a project: company background, target audience details, competitive intelligence, and brand goals. The best creative briefs are concise and to the point. That's where our Creative Brief Wizard comes in!

Answer a few questions about your content guidelines and specifications, and then download the brief and attach it to your orders.

[Get Started](#)

Testimonials

VERIFIED CREDIBLE

"This company is a great resource for my business. They have the highest quality writers and proof readers. I highly recommend WritersAccess to anyone that need a large supply of content. Fast, professional and wonderful to work with!"

— Lynn C | WriterAccess Customer

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1 of 6: General Information

The Creative Brief Wizard

1 of 6: General Information

Creative Brief Title

Name your Creative Brief for reference.



What do you want to produce?

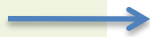
Please summarize, in one or two sentences, details of what content assets you want to produce.



Content Order Types

Please select all future order types to which this Creative Brief might apply.

- | | |
|--|--|
| <input type="checkbox"/> Article | <input type="checkbox"/> Banner Ad |
| <input type="checkbox"/> Blog Post | <input type="checkbox"/> Brochure |
| <input type="checkbox"/> Book Ghostwriting | <input type="checkbox"/> Copywriting |
| <input type="checkbox"/> Email Campaign | <input type="checkbox"/> Infographic |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> News Story |
| <input type="checkbox"/> Press Release | <input type="checkbox"/> Technical Writing |
| <input type="checkbox"/> White Paper | <input type="checkbox"/> Website Re-design |
| <input type="checkbox"/> Website Design | <input type="checkbox"/> Other |



Next

Tips/Sample

Blog Writing Strategy

Looking to produce 20 to 30 blog posts per month on running related topics that engage readers, and keep them coming back for more.

Blog Posts

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2 of 6: Company Information

2 of 6: Company Information

Company Description

Please describe your company product or service, and your strengths, weakness, opportunities and threats.



Your Industry

Select from the list, choose Other if needed.



Brand Voice

Scale the brand voice for your company to help writers infuse your brand into the content they're creating.

Simple	<input type="range"/>	Complex
Authoritative	<input type="range"/>	Humorous
Feminine	<input type="range"/>	Masculine
Luxurious	<input type="range"/>	Economical
Modern	<input type="range"/>	Classic
Playful	<input type="range"/>	Serious
Loud	<input type="range"/>	Quiet
Subtle	<input type="range"/>	Obvious



Tips and Advice

Brief, to the point, who you are and what you do.

Find the closest match

If your company was a person, what characteristics would you have?



2 of 6: Company Information

Competition

Who is your competition and why are they better or worse than you?

Company	How are they better or worse?
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Unique Selling Points

Describe your unique selling point for your company, products and/or services.

Selling Point	Description
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Next

Tips and Advice

Cover the basics, like price, product and service. Try and use colorful words like underdog, elephant, giant, barbarian, disrupter, king of the hill, thorn in our side or more. Try and list their brand proposition and core differential from your brand.

Read Seth Godin's *The Purple Cow*. Then offer one or two selling points related to your products, services or purple cows that help you stand out from the pack and bring in customers in droves.

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3 of 6: Target Audience

3 of 6: Target Audience

Target Audience

Who will be reading this content? What do they know about your company or the topic?



Tips and Advice

Drop in any facts or figures that describe your target audience and who they are; celebrities, experts, exclusive (only a few) or everyone.

Proficiency Level

Scale the proficiency level of your readership.

Low High

Topic Knowledge



Product/Service Knowledge

Education Level

Help avoid talking up or down to prospects and customers.

Audience Mindset

Scale your target audience on these qualities.

Know It All Undereducated

Formal Festive

Fearful Fearless

Skeptical Optimist



Help get under the skin of the target audience so you can engage them.

Next

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4 of 6: Style and Tone

4 of 6: Style

Style and Tone

Scale the style and tone that would resonate well with readers and customers.

Informative	<input type="range"/>	Storytelling
Academic	<input type="range"/>	Slang
Static	<input type="range"/>	Dramatic
Boring	<input type="range"/>	Compelling
Dry	<input type="range"/>	Animated
Feed the Brain	<input type="range"/>	Touch the Heart

Sample Style

Please provide a sample of content created in the style and tone required for success.

Next

Tips and Advice

Offer creative throttles that help writers pinpoint the style and tone that would resonate well with readers and fans.

Provide at least one content sample that offers the tone and style required for this project.



5 of 6: Research and Inspiration

5 of 6: Research

Industry Publications/Sourcing

Please list any industry publications you'd like the writer to use for reference and/or cite.

Publication	Comments	OK to Source?
<input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> Yes <input type="radio"/> No
<input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> Yes <input type="radio"/> No
<input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> Yes <input type="radio"/> No
<input type="text"/>	<input type="text"/>	<input checked="" type="radio"/> Yes <input type="radio"/> No

Tips and Advice

Direct the creative team or writers to the industry publications, and let them know if you want them to source those resources or just browse them for ideas.



5 of 6: Research and Inspiration

Tips and Advice

Online References

Please list any communities or online hang outs that might offer inspiration for writers related to your content goals.

Website	Inspiration/Description
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

→ Think outside the box with reference to other websites that offer inspiration not necessarily related to your products or services.

Bright Ideas

Offer any bright ideas, resources or reference that might inspire research and development of high quality content.

→ Offer insights and ideas to motivate writers to achieve performance goals.

Next



6 of 6: Drivers and Requirements

6 of 6: Requirements

Drivers

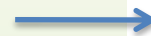
Explain any goals you are trying to achieve, and the main objectives for any content you are creating (engagement, traffic, listing positions, optimization, etc.)



Describe the main objectives for this content.

Restrictions/Challenges

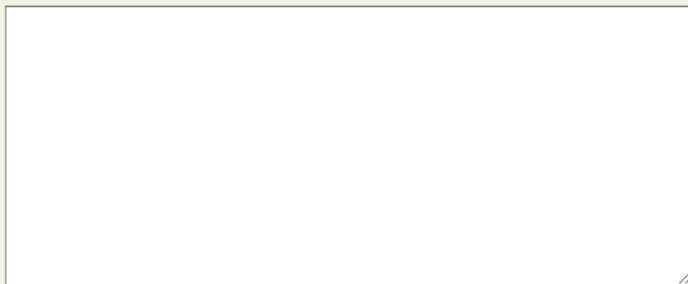
Explain any restrictions, legal requirements or key business challenges or trends.



Direct to a style guide if available. List legal requirements and sourcing guidelines, limitations and exclusions if appropriate.

Anything Else

Is there anything else you would like to communicate to writers?



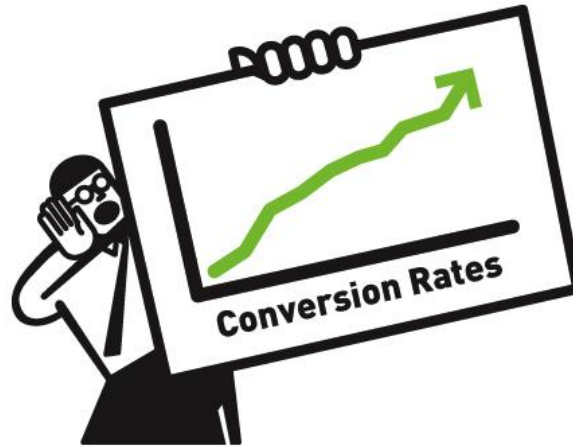
Be brief in whatever else you add to the Brief. Less is more!

Submit

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The Creative Brief: Measured Success for Content Assets



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**“The only marketing
left is content
marketing.”
*Seth Godin***

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