

The perfect brief.

Crafted®

Writing a good brief is essential to delivering great work. All agencies and clients will have their preferred approach, but the fundamentals are often consistent.

We have collated everything we have found to be useful over our many years of client collaborations, so you don't have to start from scratch. Providing as much detail as you can under these headings will equip an agency with enough information to create you an inspiring response.

USING THESE TEMPLATES

1. Start with the 'Getting to know you' template. This will cover the key background an agency needs to know about your business.
2. Use the additional questions from the relevant service specific briefs.



Getting to know you.

It's important for an agency to truly understand who you are as a business and what your goals are. There are no trick questions here, it is simply a case of the more detail the better.

What to expect:

The basics. Who are you? What do you do?

Wider context. All about your business and position.

Audiences. Both current and new target audiences.

Brand guidelines. For clear visibility of how you market yourselves.

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Website brief.

This information ensures your agency fully understands your new website project ambitions. Website builds are complex, providing accurate information here paves the way for accurate timescales, platform choice and cost.

What to expect:

Background. Why do you want a new website and what's in scope?

Goals. What's most crucial to your success?

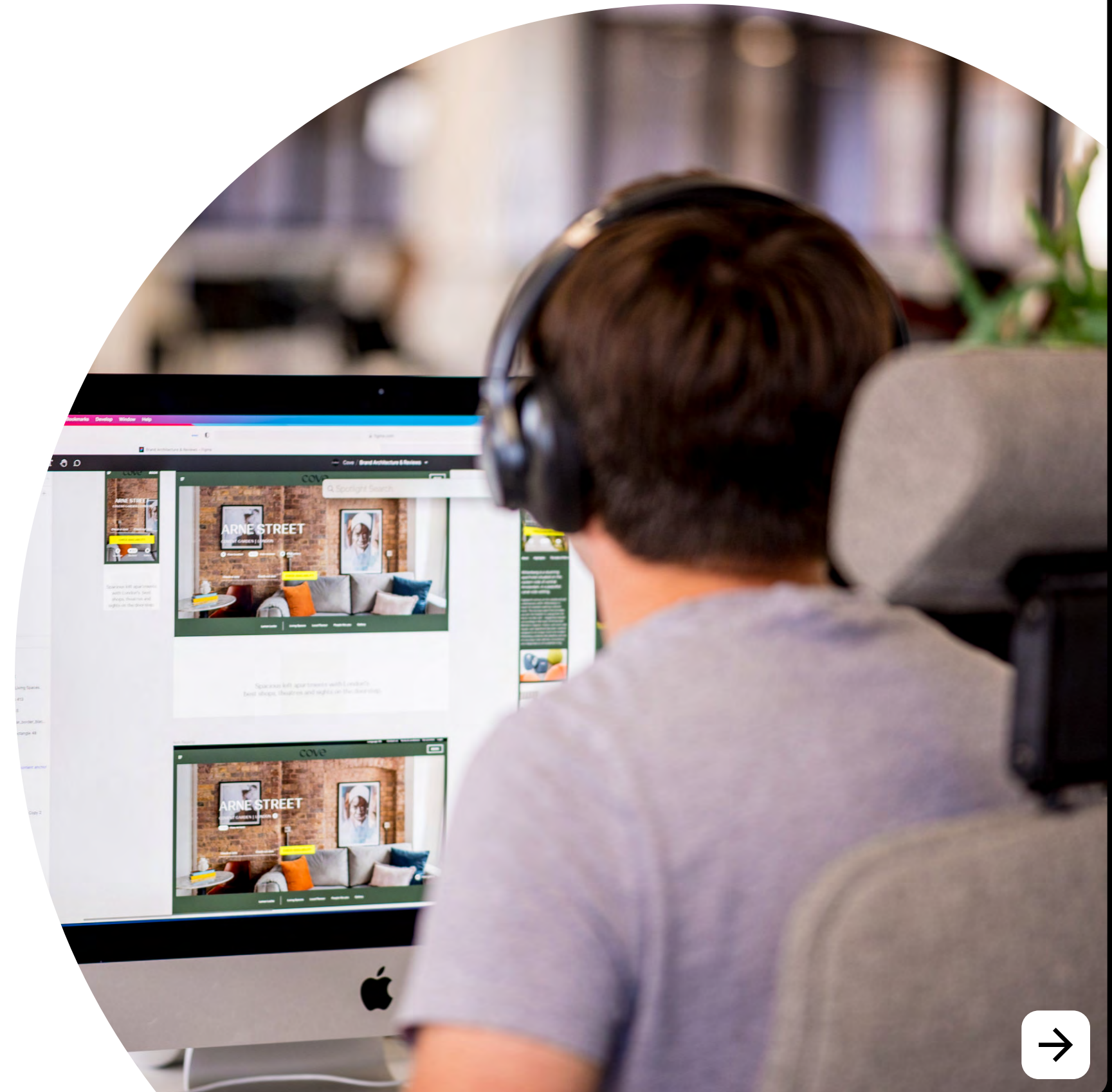
Functionality. Specific features from workflows to admin users.

Technology. From platforms to integrations.

Other factors. Any additional tracking or content support?

Budget. What are your expectations?

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SEO brief.

SEO is a multifaceted discipline with broader outcomes beyond just search rankings. These questions will lead to a shared understanding of what you want to achieve.

What to expect:

Your search background. From current circumstances to previous activity.

Goals. What do you want to achieve?

Reporting & KPI's. What are the measures of success and benchmarks?

Other factors. From website updates to technologies.

Data & insights. Access to your analytics.

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Paid advertising brief.

From campaigns to always on activity, paid advertising is a powerful tool for marketers. While it can be quick to turn on, effective strategies thrive off a solid foundation of information.

What to expect:

Your background in paid advertising. Level of experience? Timescales?

Current activity. What channels are you already running?

Audiences. Who do you want to reach?

Creative. What will the ad creative/copy be?

Measuring success. Previous channel benchmarks, tracking requirements.

Budget. What are your expectations?

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Performance driven digital. Crafted®

We're an independent agency with a powerful mix of over 80 digital marketers, strategists, creative thinkers, designers, and developers.

Helping you to understand, find, engage, convert, and retain more users across digital platforms.

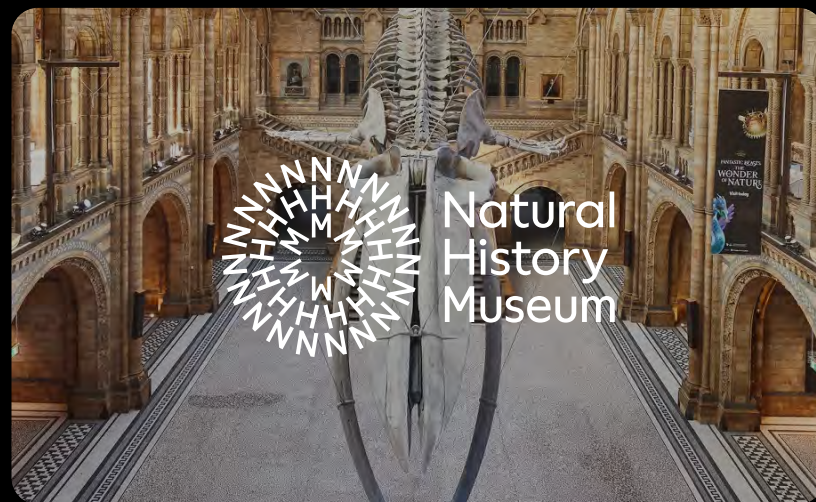
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Re-positioning a magical experience with UX focused website design.

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