

9 simple questions to learn about the client – Creative brief.

Write down the answers to the following questions.

1. The quick elevator pitch.

(What the company is about in few sentences)

2. Why the company exists

(What is the story and the purpose)

3. What problem are you solving for customers?

(What is the result the customer is looking for to find you / what is the mission?)

4. Who are your main competitors? What sets you apart from the competition?

5. What objections do you hear?

(Why people do not buy from you)

6. What is the main goal you would like to set for this campaign.

(What single thing you would like the audience to do?)

7. Who is your target audience?

Describe the clients and whom you would like to reach out to. Who is the perfect customer.

8. What are three (or fewer) key benefits of your product or service you'd like to highlight?

(What are the benefits you offer / list few concrete thing you would like to people to remember)

9. What we want the audience to do? (What's the call to action?)

What do you want the people to do after seeing your social media content? For example, visit your website or like your post.