



## Client Assessment & Creative Brief

Company Name \_\_\_\_\_ Address \_\_\_\_\_

Contact Name \_\_\_\_\_ City, ST, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Call Back \_\_\_\_\_

Fax \_\_\_\_\_ Other Action \_\_\_\_\_

Email \_\_\_\_\_

### Client Assessment

1. How did you hear about Future-Ink? \_\_\_\_\_  
\_\_\_\_\_

2. What are your primary products or services? \_\_\_\_\_  
\_\_\_\_\_

3. What are your primary goals for this project? \_\_\_\_\_  
\_\_\_\_\_

4. What is your time frame for completion? \_\_\_\_\_

5. Will you want to develop an SEO or PPC program to promote your site? \_\_\_\_\_  
\_\_\_\_\_

6. Services Needed:
- |                                             |                                             |                                              |                                                 |
|---------------------------------------------|---------------------------------------------|----------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> e-commerce         | <input type="checkbox"/> New Site           | <input type="checkbox"/> Redesign            | <input type="checkbox"/> Update Existing Site   |
| <input type="checkbox"/> Contact Form       | <input type="checkbox"/> Flash Intro/Banner | <input type="checkbox"/> Animated Images     | <input type="checkbox"/> Database Integration   |
| <input type="checkbox"/> Calendar/Scheduler | <input type="checkbox"/> Other Forms        | <input type="checkbox"/> Calculators         | <input type="checkbox"/> Self-Maintenance (CMS) |
| <input type="checkbox"/> Email Marketing    | <input type="checkbox"/> Blog/Forum         | <input type="checkbox"/> Intranet / Extranet | <input type="checkbox"/> Ongoing Maintenance    |
| <input type="checkbox"/> Other:             | <input type="checkbox"/> Mailing List       | <input type="checkbox"/> SEO/PPC             |                                                 |
- \_\_\_\_\_
- \_\_\_\_\_

7. If this is a new site, how many pages do you expect on the site? \_\_\_\_\_  
a. List pages and tentative content in space provided on page three.

8. Will the site be hosted with us?  Yes  No - host will be: \_\_\_\_\_

9. What is the address (domain name) of your current/proposed site? \_\_\_\_\_

a. With your current site, what things are working for you now? \_\_\_\_\_

\_\_\_\_\_

b. What things do you think need improvement? \_\_\_\_\_

\_\_\_\_\_

10. What do you want visitors to do once they're on your site (register, log-on, search for information, buy a specific product, send their email address, etc)? \_\_\_\_\_

\_\_\_\_\_

11. Do you need an online store?  Yes  No

12. Will you need copywriting?  Yes  No  Editing/Proofing Only

13. Do you have artwork/photography to supply?  Yes  No  Some

14. What is your budget for this project? \_\_\_\_\_

### Creative Brief

1. What marketing material or branding currently exists?

Logo  Brochures  Business Cards  None\*

Other: \_\_\_\_\_

\*If there is no logo, one will need to be developed before or during the site design stage.

2. Besides the internet, what other marketing tools are you currently using?

Newspaper advertising  TV/Radio advertising  Trade Journal advertising

Direct Mail  Email Marketing  Other: \_\_\_\_\_

\_\_\_\_\_

3. What are your long term goals for your site? \_\_\_\_\_

\_\_\_\_\_

4. Who is your target audience (age, demographic, etc.)? \_\_\_\_\_

\_\_\_\_\_

5. What does your target audience care about when it comes to your business? \_\_\_\_\_

\_\_\_\_\_

6. What does your target audience do online on a daily basis? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

7. What do you want your target audience to think and feel about your company and your site? \_\_\_\_\_

\_\_\_\_\_

8. What are some adjectives you would use to describe the way the web site and your company should be perceived (cost-effective, secure, reliable, efficient, creative, etc.)? \_\_\_\_\_

\_\_\_\_\_

9. How are you different from your competition and do you like or dislike about their web presence?

\_\_\_\_\_

\_\_\_\_\_

10. What do you want from your internet site?

- |                                                          |                                                    |
|----------------------------------------------------------|----------------------------------------------------|
| <input type="checkbox"/> Help build your business        | <input type="checkbox"/> Sell a product online     |
| <input type="checkbox"/> Augment your current collateral | <input type="checkbox"/> Service current clientele |
| <input type="checkbox"/> Other:                          |                                                    |

\_\_\_\_\_

\_\_\_\_\_

Web Site Pages and Content Ideas (7a):