

Here's the Scoop

Don't forget to find out how they found you and record it, there might be more where that came from.

Functional websites score the highest with visitors, so be careful with time-consuming images and navigation that may bury the customers' desired destination. They like to visit promptly, quickly, and easily — keep it simple.

Google Keyword Update: Google's Keyword Tool now only reflects Google Searches previously it included their partner searches also.

<https://adwords.google.com/select/KeywordToolExternal>

"Individual commitment to a group effort — that is what makes a team work, a company work, a society work, a civilization work."

Vince Lombardi

So What Can a Creative Brief Do?

A creative brief is a summary of how a strategic message will be delivered that is agreed upon and approved by all parties.

Creative briefs should include and be working tools not bogged down by fluff:

- Timing
- Type of messages
- Wording
- Visuals
- Defined target audience and channels
- Tone and personality of communications (brand promise)
- Consistent theme and how throughout
- Budget/Legal
- Objectives with measurement
- Competitive landscape
- Define team and accountability/assignments/deadlines/testing
- How it ties all marketing and branding efforts together via on the Internet and off

It's critical to make sure that all parties are in-sync regarding the objective and sometimes the most difficult area is the "personality or creative visual part of these."

We each visualize and relate to past experiences in life that lead us to different conclusions.

Sometimes these differences can enhance the message when discussed or discovered early on.

However, too many times I have witnessed hours spent going down the wrong path, ten years ago when I started Newhouse Strategic Marketing, Inc. I made it a personal objective to do this part of marketing better.

Gather examples of pictures, ads, and messages that you like or feel represent your vision well. Share these with each other and discuss the pros and cons of each and why each of you thinks they work or do not work well. These can be outside of the industry currently being worked on.

Discuss the budget numbers and the exposure or amount of success honestly



iStockphoto

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Creative Brief... continued

that may come from using that method.

Make sure the tone and personality fits the industry and company's current positioning well.

Don't provide too many options since that becomes overwhelming, usually three is a good amount. Define the number of revisions up-front.

Keep it simple and short with tight loops of feedback in the beginning to get on track fast and promptly.

Don't forget to check rules, regulations, and legal prior to spending several hours on a great promotional idea that could be pulled because of a policy or law concern.

Remember to recap and test against original objectives on-going and again at the end. Sometimes it's easy to get distracted by the more entertaining segments.

Quick Response Codes Are Worth Considering and Testing

They have shown up in magazines, packaging, newspapers, promotional pages, and are 2 dimensional bar codes called Quick Response Codes (QR Codes). Some refer to them as paper based hyperlinks.

I recently used one on a menu in Boston to read about a wine, it worked well and led me to the web page regarding this wine's attributes. You scan the QR Code with your smart phone QR Code reader app and then you are redirected to the information through your cell phone's Internet browser.

Quick Response Codes can include logos, designs or images to continue to build brand.



Where they might be helpful to your business:

- On the back of business cards
- On promotional materials that need maps for directions to your store or additional details regarding the products or services you provide
- Portfolios of customized work with resumes, business cards, web sites, instant messaging, booth signs, Twitter, etc.
- Real estate signs
- Facebook Fan pages
- Contests
- Instant instructions or directions

One interesting application is where Japanese tombs now provide additional information about the deceased by using these on their tombs.

For additional information you might try:

<http://www.mskynet.com/static/maestro>

<http://www.qrstuff.com/>

QR Reader Websites

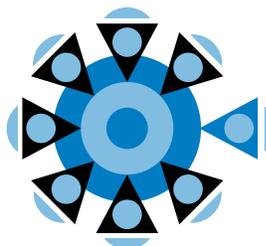
<http://get.neoreader.com>

<http://code.google.com/p/zxing/wiki/GetTheReader>

Although not widespread yet in the USA, it's a technology that works and as smart phones grow I expect this will also.

Recent Marketing Work Recap

I love to share our work when it's possible, however frequently we work on projects that cannot be shared for numerous reasons.



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