Copywriting brief

Tell us about the project

Just fill in the form and email back to info@sookio.com. Thank you!

|  |  |
| --- | --- |
| Business name |  |
| Your name |  |
| Phone number |  |
| Email address |  |
| Website |  |
| Please tell us any relevant social media accounts |  |
| Which marketing channels do you use? |  |
| **1. Tell us more about your business***What do you do, how large is the company, where are you based?* |
| **2. Please give us an overview of the project***What would you like us to do? What is the overall goal of the project?*  |
| **3. What are the exact deliverables?***How many articles, blog posts, case studies, pages of web copy or brochures? Do you have an idea of word count? Tell us all your requirements.* |
| **4. What is the timeframe?** |
| **5. Who has sign-off on the project?** |
| **6. Please give us guidance on budget**This helps us understand the scale of the project |
| **7. Tell us about your customers***Who are you trying to reach and what do you know about them? What problem are you helping them solve? What are their pain points?* |
| **8. Tell us about your competitors***Who are they? How is your brand different? What do they do better or worse than you? What do you admire about the competition?* |
| **9. Do you have existing tone of voice guidelines?** |
| **10. Anything else useful for us to know?** |
| Keep in touchVisit the [Sookio website](https://www.sookio.com/training) to find out more about our workshops and training.Why not [sign up for digital marketing tips](https://www.sookio.com/mailing-list) while you’re there? Call us on 01223 795079 and chat to the team.Join us on [Twitter](https://twitter.com/sookio), [Facebook](https://www.facebook.com/sookioltd), [Instagram](https://www.instagram.com/sookio/), [YouTube](https://www.youtube.com/Sookio) and [LinkedIn](https://www.linkedin.com/company/3087432/admin/) Call in to St John’s Innovation Centre, Cowley Road, Milton, Cambridge CB40WS |