

How to Fill Out the Project Brief for Bright Peak Commission

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If you have any questions about Bright Peak, please contact:

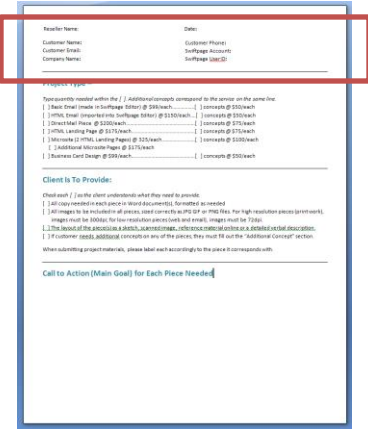
Missy Bergen – brightpeak@swiftpage.com or leave a voicemail at (877) 228-8377 ext. 172.



1. Contact Info

Your client decides that they need creative help with some or all of their Drip Marketing pieces that include emails, a postcard and a landing page.

The first step is to fill out the very top of the brief with both your information and the client's information.



Reseller Name: **Joe Smith at COOL Reseller Inc**
Customer Name: **Suzie Mary**
Customer Email: **smary@xyzcorp.com**
Company Name: **XYZ Corp**

Date: **July 1, 2009**
Customer Phone: **800-555-5555**
Swiftpage Account: **Suzie**
Swiftpage UserID: **xyzcorp**

2. Choosing Pieces for Bright Peak

In this example, we will use a Drip Marketing campaign for Lead Generation and Acquisition. We've highlighted the stages that will need be created by Bright Peak.

Transfer Name:	Date:
Customer Name:	Customer Phone:
Customer Email:	SwiftPage Account:
Company Name:	SwiftPage User ID:

Project Type -

Requirements: Please refer to the [] additional work contained in the notes on the same line.

- [] Basic Email (max 10 SwiftPage \$100) @ \$100 each [] Campaign @ \$100 each
- [] HTML Email (max 10 SwiftPage \$100) @ \$100 each [] Campaign @ \$100 each
- [] HTML Email (max 10 SwiftPage \$100) @ \$100 each [] Campaign @ \$100 each
- [] HTML Landing Page @ \$175 each [] Campaign @ \$175 each
- [] Microsoft Word, Landing Page @ \$100 each [] Campaign @ \$100 each
- [] Additional Microsoft Word @ \$175 each [] Campaign @ \$175 each
- [] Electronic Lead Design @ \$100 each [] Campaign @ \$100 each

CLIENTS TO PROVIDE:

Client assets [] to be client submitted when they need to provide:

- [] All copy needed for each piece or word document, formatted as needed
- [] All images to be included in all pieces, used correctly as JPG or PNG files, for high resolution pieces (print work), images must be 300dpi, for low resolution pieces (web and email), images must be 72dpi
- [] The brand of the associated product, service, or program, reference material online or a detailed verbal description.
- [] If customer needs additional conversion on any of the pieces, they must fill out the "Additional Content" section.

When submitting project materials, please label each according to the piece it corresponds with.

Call to Action (Main Goal) for Each Piece Needed:



Postcard - Includes a landing page URL with survey link to capture demographic and product information



Email - Review the product basics, frame the customer's questions and needs



Call List Contact those who opened your previous email and clicked a link



Email - Outline the major benefits of your business or product



Email - Offer a limited time promotion to generate conversions



Call List - Contact those who opened your previous email and clicked a link



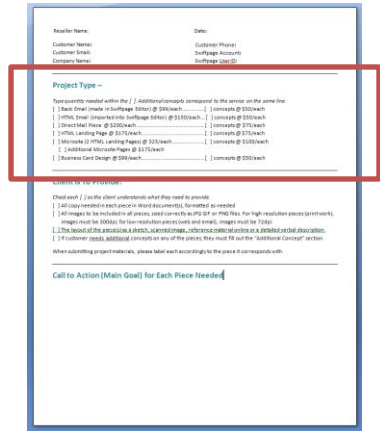
Transfer - If they have completed your Call to Action, transfer to another campaign

3. Filling Out the Project Type

You now have the basic information to fill out the next section, "Project Type"



Your client wants 1 Postcard and 3 Email Templates created, fill out the quantity as shown in the below example.



Project Type –

Type quantity needed within the []. Additional concepts correspond to the service on the same line.

- [**3**] Basic Email (made in Swiftpage Editor) @ \$99/each.....[] concepts @ \$50/each
- [] HTML Email (imported into Swiftpage Editor) @ \$150/each.....[] concepts @ \$50/each
- [**1**] Direct Mail Piece @ \$200/each.....[] concepts @ \$75/each
- [] HTML Landing Page @ \$175/each.....[] concepts @ \$75/each
- [] Microsite (2 HTML Landing Pages) @ 325/each.....[] concepts @ \$100/each
- [] Additional Microsite Pages @ \$175/each

5. Additional Concept Option

Next, the client needs to decide whether they know how they would like their pieces to look (they know the layout), or if they would like to pay for an additional concept.

What is a concept?

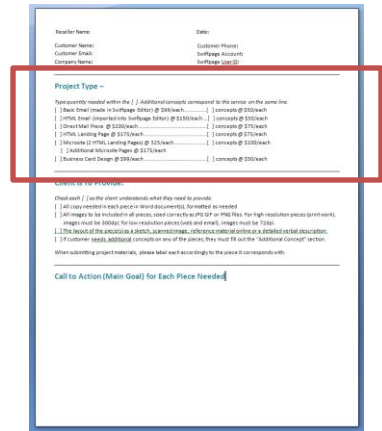
If the client does not know how they would like a piece to be laid out and would like the designer to create a layout for them, that is an additional fee. The designer will present a “concept layout” based on their knowledge and expertise of the company, that works with the goals of the campaign. A client may request as many concepts as they wish, but will choose one to move forward with for the actual piece needed.

In this example, we will show the client needing one concept for the Postcard piece.

Project Type –

Type quantity needed within the []. Additional concepts correspond to the service on the same line.

- [**3**] Basic Email (made in Swiftpage Editor) @ \$99/each.....[] concepts @ \$50/each
- [] HTML Email (imported into Swiftpage Editor) @ \$150/each.....[] concepts @ \$50/each
- [**1**] Direct Mail Piece @ \$200/each.....[**1**] concepts @ \$75/each
- [] HTML Landing Page @ \$175/each.....[] concepts @ \$75/each
- [] Microsite (2 HTML Landing Pages) @ 325/each.....[] concepts @ \$100/each
- [] Additional Microsite Pages @ \$175/each



Basic Email (made in Swiftpage Editor) @ \$99/each [] concepts @ \$50/each
 HTML Email (imported into Swiftpage Editor) @ \$150/each [] concepts @ \$50/each
 Direct Mail Piece @ \$200/each [**1**] concepts @ \$75/each
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CLIENTS TO PROVIDE:

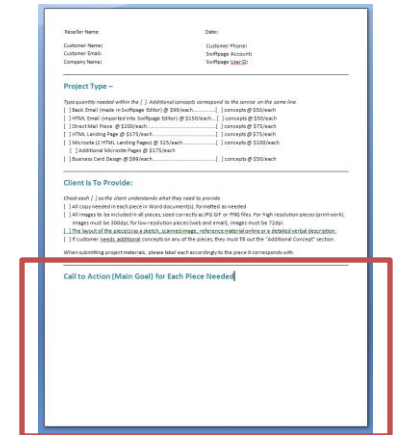
Client assets (vector artwork) when the user is present.
 All copy needed (except pieces to be imported). Provided as needed.
 All images to be included in all pieces, used correctly as JPG or PNG files. High resolution pieces (print-ready), images must be 300dpi. For low-resolution pieces (web and email), images must be 72dpi.
 The final proof of the campaign should be reviewed and approved by the client before the campaign is launched.
 If customer needs additional concepts on any of the pieces, they must be paid for. Additional concept service.

When submitting project materials, please label each accordingly to the piece it corresponds with.

Call to Action (Main Goal) for Each Piece Needed:

7. Briefly Explain Call to Action

The call to action and main goal for each piece is important for the designers, especially if an “additional” concept is needed. Filling in something as simple as this will be useful. Below is an example using the sample campaign.



Teacher Name: _____ Date: _____
 Customer Name: _____ Customer Phone: _____
 Customer Email: _____ Self-Page Account: _____
 Company Name: _____ Self-Page Email: _____

Project Type --

Representative model within the [] additional work compared to the amount of the same line:
 [] Basic Email (max to Self-Page 500) @ 100/week [] Campaign @ 100/week
 [] 1/4th, Email (max to Self-Page 500) @ 100/week [] Campaign @ 100/week
 [] 1/4th, Email (max to Self-Page 500) @ 100/week [] Campaign @ 100/week
 [] 1/4th, Landing Page @ 100/week [] Campaign @ 100/week
 [] 1/4th, Landing Page @ 100/week [] Campaign @ 100/week
 [] Additional Work/Plan @ 100/week [] Campaign @ 100/week
 [] Additional Work/Plan @ 100/week [] Campaign @ 100/week

Client is To Provide:

Client data [] to be used (submitted after this need to provide)
 [] All content needs to be in Word documents, formatted as needed
 [] All images to be included in all pieces, used correctly as PDF or PNG files, for high resolution pieces (print work), images must be 300dpi, for low resolution pieces (web and email), images must be 72dpi
 [] The brand of the product, brand, and color, and reference material (color or a detailed color description)
 [] If customer needs additional description on all of the pieces, they must be used for "Additional Content" section
 When submitting project materials, please label each accordingly to the piece it corresponds with.

Call to Action (Main Goal) for Each Piece Needed:

Call to Action (Main Goal) for Each Piece Needed

Postcard - Reach

Includes a landing page URL - includes survey link on landing page to capture demographic and product information

Email - Introduction

Review the product basics, frame the customer's questions and needs

Call List - Connect

Contact those who opened your previous email and clicked a link

Email- Highlights

Outline the major benefits of your business or product

Email - Special

Offer a limited time promotion to generate conversions

8. Project Overview Questions

Finally, if your client opts for an additional concept on *any* piece, they must complete the 2nd page of the Project Brief. Here are a list of the questions:

Who are you? What do you do? Tell me about your business.

Include any marketing materials, emails or URLs that you'd like to base your project off of for the look and feel?

What are your objectives, goals and call to actions for this project?

How would you like to be perceived / what do you want this project to say about you?

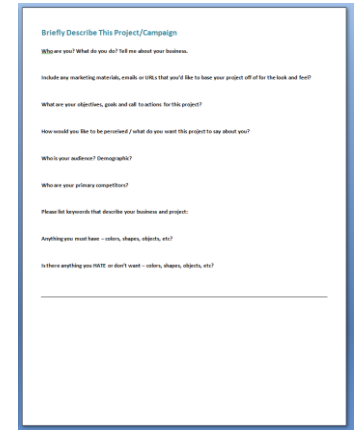
Who is your audience? Demographic?

Who are your primary competitors?

Please list keywords that describe your business and project:

Anything you must have – colors, shapes, objects, etc?

Is there anything you HATE or don't want – colors, shapes, objects, etc?



Briefly Describe This Project/Campaign

Who are you? What do you do? Tell me about your business.

Include any marketing materials, emails or URLs that you'd like to base your project off of for the look and feel?

What are your objectives, goals and call to actions for this project?

How would you like to be perceived / what do you want this project to say about you?

Who is your audience? Demographic?

Who are your primary competitors?

Please list keywords that describe your business and project:

Anything you must have – colors, shapes, objects, etc?

Is there anything you HATE or don't want – colors, shapes, objects, etc?

9. Submitting the Project to Bright Peak

Is the brief filled out?

Does your client have all the materials for the pieces put together?

Great! You, the reseller, will be emailing everything to design@brightpeak.com and you are done.

10. What Happens Next?

A Bright Peak Agent receives the project materials via email and will call the client to confirm the project, materials submitted as well as the terms of the contract and the total cost. The Bright Peak Agent will send the contract to the client, and the client will need to return the signed contract and give a 50% deposit of the total project cost. *FYI – it is preferable and faster if the deposit can be charged to the credit card on file for their Swiftpage Account.*

The project is then sent to a designer, and the designer will return the first proofs back in the appropriate turnaround time. Up to three rounds of revisions are included *per piece*. Once the project is finished, the client will receive all final pieces in the appropriate manner.

Final payment is due from the client and you, the reseller, received commission!