audacious.
DESIGNS THAT MAKE A DIFFERENCE.

the big six.

The six critical questions that you need to think through before you start your next marketing project.



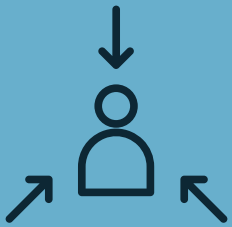


where?

Why do you want this marketing resource? What's the purpose of the piece of work you need designed? What's your preferred outcome?

- Do you want more new customers or more custom from existing purchasers?
- Do you want people to be aware of who you are and what you do or do you want your audience to know about a new product or service?
- Have you got some important hints and tips you want your audience to think through?
- Do you want them to book on to an event or grow your email database?
- How will you evaluate the success of the piece or campaign?

Understanding the purpose of the project – its why – will have a direct impact on the direction the design takes.



who?

Who is this piece or campaign aimed at? Who will be reading it? Who is the target audience?

- Is it aimed at existing clients who know, like and trust you?
- Is it aimed at lapsed customers or those on the edges of your business?
- Is it aimed at brand new market / audience?
- It is being written and designed for a more business / corporate market or for consumers / the general public?
- Will your core readership be suppliers or organisations / individuals who will be referring work or clients to you?

Understanding who this piece or project is targeting will have a direct impact on the direction the design and the content takes.



how?

What are you going to say? What images have you got? What format and size is right for the piece?

- Your graphic designer will be able to help and advise with the design and format
- Words: Who is writing them - you or a copywriter?
- Images: Where are these being sourced - internal, stock site or photographer?
- Do **NOT** use images sourced from Google as there may be copyright implications.
- If you're using content done by Gen AI then take time to review it to make sure the information is correct and it sounds and feels authentic to your brand.

Your graphic designer can advise you about the best way forward for both copy and images. Regardless of where the copy is coming from, allow time to get it written, proofread and approved.



what?

What is the Call to Action (CTA)? What do you want your audience to do with the information you have given them?

- Do you want them to email you or visit your website?
- Do you want them to click on a button, follow you on socials or subscribe to something?
- Do you want them to call you or message you on WhatsApp? If so - have you given them the right details?
- Do you want them to scan a QR code? If so - is it good enough quality for a phone to scan? Does it go through to the right place?
- Do you want them to make a purchase?

Focus your marketing on one clear CTA. Your designer can help weigh the pros and cons of each option. Ensure your info is accurate and your audience clearly knows the action you want them to take.



when?

What is the deadline for this piece of work? What timescales are you working toward?

- When does this piece need to be designed by?
- When does it need to be released into the public domain
- Is there a particularly tight deadline?
- Is the content time-sensitive (such as having an offer, etc)?
- Is this piece part of wider, coordinated marketing campaign?
- NOTE: if you are commissioning outsourced services such copywriting or photography or getting it commercially printed, remember to include additional time into your timeframe.

Most designers and printers can work to very tight deadlines (at times) but rushing a job can lead to mistakes or not spending the time to make things perfect. And please, don't leave it to the last minute!



where?

Where does this piece need to go to? What's the delivery method?

- What's the best form of delivery to gain the most engagement and traction?
- If it's being printed, how are you going to get this into people's hands?
- If you're emailing it, are you doing so manually or via an email marketing tool?
- Will this go out on your social channels?
- Will the document go on your website either as a download or sit on a page?

The method of delivery will dictate the design and format of the piece. Your designer should guide you through your options but be willing to look outside the box and try a method that, at first, may not be obvious but will be far more effective.

If you're not sure how to answer some of these, you need some design support or simply some good old-fashioned human advice, call Stu on 07824 862 952.

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audaciouscreative.co.uk | stu@audaciouscreative.co.uk