

# FOR OUR DISCOVERY CALL

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*DISCOVERY CALL (n) -*

*the kickoff discussion to define, uncover, and prioritize your “why” for this project.*

*These are some of the typical questions I might ask during our discovery call, but don't worry. This is not a creative brief (yawn!) and you do not need to fill this out. I think it's helpful to know what to expect before our call.*

*Talk to you soon,*

*Naima Ayo*

## YOUR BUSINESS

- Describe your business, product, or service at a high level.
- What value do you create for your audience?
- What sales channels or communication channels do you currently use?
- Describe your industry. Who are your competitors? What is innovative now in the industry? What are the leading industry trends?

## YOUR OBJECTIVES

- Describe the purpose of this project.
- What are your business goals for the next 12 months?
- How will this project help you achieve your goals?
- How do you measure the success of your goals?
- What is the most important thing to get across in this project?

## YOUR STYLE

- Who is your target audience?
- What is the tone/message for this project?
- What assets do you have that may support this project?
- What imagery/words do you think will work well in this project?
- If the audience could only remember one thing about you, your business, or this project, what would it be?

## SERVICE LIST

### BRAND IDENTITY/STRATEGY

Logo, tagline, typography, color palette, business cards and stationary,, brand message, brand voice and tone, brand positioning

### CONTENT/MARKETING STRATEGY

Audience and competitive analysis, content audit, messaging, content planning, content calendar, optimization plan, email/web/SEO/social media strategy, SEO keyword planning, website planning, e-commerce strategy, video strategy

### DESIGN

Web/landing page design, online and print ads, marketing collateral design (*flyers, retail display, signage, brochures, inserts/thank you cards, trade show banners, etc*), product page design (*A+ or enhanced content design, Amazon Store Design*), product packaging, social media post design, email design

### COPYWRITING

Articles, blogs, SEO content, product descriptions, landing page, social media posts, email/newsletter, online or print ads, eBook, video scriptwriting