




What do your digital agency need to know?

Collaborating with agencies should feel like you're working with an extension of your team. That means understanding each other. Keep projects and campaigns flowing smoothly by knowing what information your agencies need from you.

Here are 3 key questions to consider when briefing 6 key digital departments...




Client services

The relationship builders with people and brands.

-  What's the current situation of the brand and industry?
-  When does the project/campaign need to be delivered?
-  What budget is available?




Content

Words and content strategy that drive action.

-  Is there an existing tone of voice?
-  What are the challenges your audiences are facing?
-  What keywords need to be optimised for?




Design

Eye-catching images and styles for branding and conversion.

-  Are there existing brand guidelines?
-  If assets are coming from a third party, are there 'layered' files?
-  Does the image chosen make sense to the campaign's message?




Development

Under the bonnet of everything in digital.

-  Do you know how your audience are using your tech?
-  Do you have any specific technical requirements/limitations to consider?
-  What does success look like for your project?




Email

Hitting inboxes with timely, relevant brand messages.

-  Is your audience segmented?
-  Has a specific day/time of send shown results?
-  What is the purpose of the email?

Social

Spreading the word where people spend their time.

-  Which platform is the audience spending their time on?
-  Is there room in the budget for paid social?
-  Are there any new features you think would work well?

— One final question... Is your brief ready? —