

**Typethink is an Interactive Firm  
Specializing in Software Development  
and Creative Media**

what's next?

## WHO WE ARE

Founded in 2007, Typethink is an interactive firm specializing in software development and creative media. We've assisted organizations from a variety of industries to increase revenue and build social capital by developing products and providing services that expand web presence and improve internal efficiencies.

## THE TEAM

We provide a wide range of services necessary for successful website and application deployment. From concept to implementation, we offer customized solutions to fit the diverse and niche needs of our clients. Typethink strives to build strong relationships and strategic partnerships with every organization we serve.



## OUR CREATIVE BRIEF

This creative brief will provide you with the typical questions that we might ask prior to project discovery sessions. Based on these questions and the discovery sessions that follow, we formulate concrete objectives and goals to deliver measurable outcomes and desirable results for our services.

Web Development  
Visual Design  
Brand Strategy  
Web Marketing

Copywriting  
Multimedia Production  
Consulting  
Systems Integration

The questions below will help us determine where you stand in terms of organizational structure, brand values and general project requirements. These questions are the catalyst for discovery sessions that follow.

### ORGANIZATION

- » Tell us about your organization and services.
- » Who are your target audiences and demographics? Why are they loyal to your brand?
- » Describe the typical touchpoint-to-sale process for your company.
- » What sets your organization and your brand apart from your competitors? In other words, tell us what you get right that they get wrong, and vice versa.
- » How would you describe your organization's culture?

### PROJECT

- » How can we help you? What is your idea? What is your project?
- » What are the goals and objectives of this project?
- » How do they align with your short and long term growth strategies?
- » What measurable outcomes do you want to see at project end?
- » Have you worked with an interactive firm in the past?

### WEBSITE

- » How does your website relate to your business model?
- » Do you have any custom technology requirements such as customer relationship, inventory, sales management tools, etc. ?
- » What types of resource requirements are necessary to launch your website? Which stakeholders are responsible for these requirements?
- » How does your website fit into your revenue model?
- » What workflows or procedures need improvement or streamlining to increase revenue and/or efficiency?

### BRAND

- » Define your brand in terms of your customer's viewpoint.
- » What decisions do customers make when subscribing your brand? In what ways do you market your brand to your customers?
- » What marketing avenues do you currently use to reach existing and new customers?
- » What adjectives do you use to describe the tone of your brand?
- » What campaigns have you created to increase your brand's value? Over what time period? With what success?

WE TAKE YOUR  
COMPLEX PUZZLE  
AND TURN IT INTO A  
COHESIVE WORK OF  
ART, INTEGRATING  
ALL THE PIECES.

**What business challenges do you want your website to resolve? In particular, challenges that tie into your business model.**

Our primary mission is to help you identify and reach your goals and objectives. If you are looking to increase your profit margins, we can develop methods to increase conversions; if you are seeking ways to eliminate back-office redundancies, we can identify roadblocks and create automated workflow procedures; etc.

**What are your website's calls to action or triggers that will prompt user interaction?**

Our goal is to define and create clear paths for users to make selections that will prompt an inquiry, comment, or communication via the website and other mediums.

**Is your website supported by a content management system?**

We can integrate your website with a variety of management systems depending on your overall need. We offer our own powerful website administration system called Thinkspace, which offers superior content management and integration with back-office systems.

**Does your website require any technological features or needs to meet resource requirements?**

Typethink can build a variety of custom features and tools that will integrate with your website, such as inventory, sales and customer relationship management tools. All features seamlessly integrate with your website to provide optimal user experiences.

---

We develop powerful websites and mobile applications that create profitable user experiences. Our products and services help businesses from a variety of industries increase revenue and build social capital.

EXCEPTIONAL  
DESIGN REINFORCES  
YOUR MESSAGE.  
  
WE WANT TO PAINT A  
CLEAR PICTURE.

**Are you looking to reinvent your brand or simply update your material?**

Investing the additional time to update your brand in message and design is invaluable. Looking at the messages behind a brand will typically introduce other questions relating to company culture, brand presentation and long term goals.

**What business objectives are you hoping to address with your website design / redesign / microsite / campaign?**

Prior to jumping into the mockups we like to understand how an organization's objectives will translate into measurable results. These results are then factored into the visual design of your website and its pages.

**Beyond the sale or inquiry, what are the desired perceptions or brand values that you'd like visitors to share with others?**

Based on the content, design and user-interface of the website, provide a short list of brand values that you would like a visitor of your website to leave with.

**What are your competitive advantages and value propositions?**

Your website should be designed to match your overall brand values, while the content and its structure should function to highlight your value propositions.

**What stylistic elements do you admire from your top three competitors?**

Similar to yourself, your competitors spent resources on reaching out to potential customers. Create a list of visual and structural items that you admire and explain why.

---

Make your website design come to life with an intriguing interface that engages your customers, increases visibility and creates brand awareness — all within a framework that represents your organization.

THINK OF US AS  
YOUR BRAND  
SHRINK.

WE'LL HELP YOU  
FIND YOUR MOJO.

**Describe your brand.**

Similar to telling a colleague about your history, your brand speaks a meaningful story. Describe this story in terms of when the brand was created and where it is now.

**Does your brand match your company culture? If so, how? If not, why?**

If people within your organization are not able to identify with your brand imagery and messaging, then their trust and belief of your organization's values will inherently not be shared. The strength of your brand originates from within the organization, and is funneled to your customers by creating a story about your culture.

**In the minds of your customers, describe what your brand means to them.**

Rather than assuming how your brand is perceived by your customers, ask your customers directly. This can often be delivered via a simple questionnaire relating to your services, quality of service and care.

**How does your brand differ from your competitors, and how do they differ from each other?**

Compare and contrast the messaging and visual cues of your competitors. Create an itemized list of elements and keywords that your competitors present to your potential customers. Take note of the ones that you admire, as well as the ones you dislike.

**Do any of your brand's visual and messaging material differ? If so, how?**

Gather all of your branding materials. Ensure that all of your materials are presented in a unified voice in accordance to your style guide, both internally and externally.

---

Your brand establishes credibility, distinguishes you from your competitors, and builds trust with your customers. Typethink collaborates with you to identify and create brand assets within a variety of media.

THE ROOM IS  
CROWDED AND  
FILLED WITH NOISE.  
LET'S GET SOME  
PAPARAZZI AND  
SPOTLIGHTS.

**What marketing campaigns have you directed towards new and existing customers? Which ones have been the most successful, and why?**

For both online and offline marketing / advertising campaigns, list out the ones that you've utilized and include the reasons behind their failures and successes.

**How do you measure campaign success? How would you like to see this improve?**

Monitoring website statistics through tools such as Google Analytics can, at the very least, tell you which areas you should build upon to increase visibility. Other click mapping tools can be utilized for more in-depth results.

**What are your short and long term marketing objectives?**

The purpose of executing any marketing campaign is to increase conversions and brand exposure, by way of sales and traffic. Prior to each campaign, we create tangible quarterly objectives quarter to ensure that targets will be met.

**How do you keep your website updated? Who is responsible for updating the content?**

Keeping your website's content up-to-date is imperative for search engine visibility and user retention. Pending on your site type and available resources, we can develop plans to ensure optimum success.

**Have you previously worked with a web marketing or SEO firm?**

Some web marketing practice shady tactics, creating more work for legitimate web marketers. We just like to know what we're getting into before we get started.

---

The choir will sing your praises. Typethink's comprehensive web marketing services include search engine optimization (SEO), social media training, competitive link building, and ongoing analysis to stay ahead of your competition.

WE DON'T JUST TYPE.  
WE WRITE WITH  
AN EAGLE FEATHER  
DIPPED IN LOVE  
POTION NUMBER 9.

**Do you feel that your brand value proposition is seamlessly integrated with your marketing materials? How can it be improved?**

Your brand value proposition uniquely identifies the core values promised to your customers. If your value is authenticity, for example, this connection—both emotional and tangible—should be seamlessly presented with a consistent voice.

**If your brand were a person, how would it speak about your company? If you left the room, what would you think?**

Far too often, the concept of brand is treated as a shell that envelops the organization. Start thinking about your brand as a person with a unique personality. Our goal is to help you craft an engaging persona that clearly identifies with your customers.

**Do you speak your customer's language? Provide three examples of conversations that allow you to clearly engage with your customers.**

Sometimes the best conversations are the ones where you just listen. Your writing style should then reflect answers to their questions, as if you were speaking to your customers face-to-face.

**What tone and style best describe your organization and its image? Why?**

Sometimes the easiest way to start is by creating a list of nouns and adjectives to describe your organization. Moving through each of your services, products and offerings, use these keywords—with the help of your team—to create a set of engaging statements.

---

We develop original content that is both search engine and human friendly. Our professional copywriting services improve search engine rankings, target traffic to your website, increase readability, and promote visitor interaction.

NOT TO BRAG OR  
ANYTHING, BUT  
WHO ELSE CAN SAY  
THEY HAVE A 3-TIME  
EMMY AWARD  
WINNER?

**If your video were to be displayed on the big screen, what emotions would you like it to instill in its viewers? How do you want them to feel as they leave the theatre?**

During our discovery sessions we explore how your video should be presented to your customers: glitzy & flashy, clean & modern, trustworthy & secure, high-end & exclusive, approachable & accessible, etc. Intent equaling impact is paramount.

**Provide a list of at least five commonly asked questions that your organization receives.**

In order to build a story board with the right actors, music, call-outs and voice, we start by examining the common questions you receive from your customers. We then develop these questions into a story that best identifies with your audience's needs.

**If you had a television series, how would your show be structured?**

Imagine your show was on the public broadcasting channel. If you were speaking about your organization, describe how you would present your show: a series of how-to's, a set of commentaries or a combination of both.

**Are there any other organization's videos that you are particularly drawn to?**

We have all seen organizations sell their services on YouTube or television. Create a list of videos that speak to you the most, down to the simple effects and messages. We craft videos that work with your market, industry, customers, and most importantly, your brand's personality.

---

Our creative production team harnesses the power of video, sound and motion. Innovative products include commercials, web movie clips, stand-alone video presentations, and post production work for television.

A SWEET SPOONFUL  
OF EXPERTISE,  
SYNERGY, AND  
INGENUITY MAKES  
THE MEDICINE GO  
DOWN.

**Describe what you solved, then list the problems you resolved.**

Rather than explaining the problem, list your solution(s). Then describe what you solved, and write down how you eliminated both the original and correlating problems. During our discovery sessions, we create sets of workflow scenarios that match your solution to the potential set of problems. Based on this set of scenarios, we then develop project specifications that clearly outline the solutions, workflow procedures and strategies for attaining sustainable growth.

**If you are trying to improve the efficiency of process “x”, do the core stakeholders agree that “x” requires solving?**

We have all heard the saying, “if it ain’t broke, don’t fix it,” but more often than not the broken piece is not mechanical. Instead it is sales, customer or workflow driven. Presenting the process may take many forms including wireframing, mindmapping, use case scenarios or UML diagramming. We create successful short and long term web strategies that solve the problem by priority.

**How much incentive should I give to a customer for a purchase? What does that purchase mean?**

In order to calculate proposed incentives, first look at your website statistics, online reviews and comments. Aim to understand your customer’s interests prior to proposing an incentive or promotion. Our solutions help identify the promotional need by integrating proper click-through and geotargeted analyses, analyzing web traffic, impressions, etc.

---

Typethink’s consulting services provide insight to nearly every aspect of your organization — both online and off. Allow us to provide a broad vision to your business and reveal strengths within your organization.

IF OPPORTUNITY  
DOESN'T KNOCK,  
MAYBE YOU JUST  
NEED A HANDYMAN  
TO BUILD A DOOR.

**What manual tasks are you currently performing that could be automated?**

Take a step back and compile a list of intraoffice tasks performed by you, within your department, and within other departments. Calculate the time and yearly cost of these manual tasks. Now take this number and factor it against your profit model.

**If you want access to something, how do you get it?**

Typically, the most unforeseen time-consuming task within an organization is asking for access to that: document, contact, project, credential, account, procedure, etc. We have worked with a variety of organizations dealing with permission control woes, implementing solutions that increase access to material for specific parties in a secure and accessible manner.

**What tools are you currently using that overlap in function and behavior?**

Modern cloud-based and stand-alone systems often provide an API that permit the integration of services into a unified system. Integration will often allow your organization to interact with a single branded system for customers or staff. Our goal is to identify possible task redundancies in order to decrease the amount of documentation, training and back-office procedures.

**How fast are you able to respond to a request? Is the request sent to the correct person?**

Online requests are typically routed to a single person for processing before being sent to sales representatives. Our round robin lead management system effectively distributes requests without middle management for enhanced sales conversion.

---

From back-office applications to server configuration and ad-hoc features, Typethink can custom-tailor solutions to improve operational efficiency and streamline processes.



### DISCOVER

At the beginning of every project, we invest in our clients, learning what makes them unique to best deliver meaningful results and desirable outcomes.



### DESIGN

Designing is a collaborative process and every solution is unique. We work as a team to craft modern and engaging materials that speak to you and your customer.



### CREATE

The Typethink process is agile, expedient, and thorough. From the services we offer to the Thinkspace products we develop, our quality assurance is complete and concise.



### LAUNCH

Before public launch, Typethink meticulously tests our products. We train you to use any new tools to their fullest capabilities. Then we're good to go live.



### GROW

Post-launch growth is vital to expanding reach and cultivating audiences. We carefully plan comprehensive growth strategies to gain traction and attract attention where it's due.

Our process is designed to foster collaboration between your organization and our team. During each phase of the process, we deliver tangible items for each of the milestones, weekly status reports, and estimated dates for delivery. We work hard to meet your objectives and expectations.

Do you have a project in mind? Take the first step and contact Typethink.

**What is the expected delivery date?**

After our discovery sessions have been concluded, we deliver a project plan that clearly estimates times for milestone deliveries. We are process oriented and timely, ensuring maximum project results.

**What is your budget?**

We have long standing relationships with our clients, and ensure that their budgets are put to the best use based on quarterly and yearly objectives.

**Are you interested in our services?**

If you are interested in our services, please call us at 877.TYPETHINK or email us at [sales@typethink.com](mailto:sales@typethink.com). We are interested in collaborating with your organization and building a powerful relationship.