



THE ROUND TABLE
AGENCY

Welcome to **The Round Table**

Copywriting

The art of storytelling for your brand

Creative bravery is about not letting constraints kill the story. People can experience stories anytime, anywhere. It's about when and how; the medium you use to tell the story. It's about communication. It's about what moves your brand. Your marketing message is what gives your products and services value, and the way you articulate that matters. Which is why experimentation is the key. Captivating your audience is a science as much as it's an art. We see this in action when we do A/B testing on headlines. Sometimes it only takes a few minor tweaks to start getting major results. Good, unique content is what helps set your company apart. We can also help with keywords, meta-tags, SEO, and PageRank. Whatever your content needs, we guarantee responsiveness, clear communication, and transparency.

Yours in inspiration,

Sarah & The Jet



COPY BRIEF

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01 PROJECT OVERVIEW



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02 NAME OF JOB



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03 TIMELINE



04 DEADLINES

[First Draft, Second Draft, the Final Draft]



05 OVERARCHING CONTENT POSITION

[How does your brand represent itself within content marketing? ex: At The Round Table Agency, we create shareable content that enhances digital behavior.]



06 CONTENT TYPE

[Website content, social media posts, article, infographic, research report?]



07 WHERE IT WILL BE USED

[Where it will be used ex: blog name, website, social media, signage, press release, etc]



08 LENGTH

[An approximate number of words you are looking for.]



09 CONTENT CATEGORY

[If your content is housed in a blog then make sure you are consistent in categorizing and your content.]



10 KEYWORDS

[Suggested keywords that the copywriter should include, based on your research.]



11 BACKGROUND

[Why your brand wants to create this content.]



12 SUPPORTING EVIDENCE

[Provide any additional research that has driven this brief.]



13 INSIGHT OR ANGLE

[The reason or purpose that your brand feels able to contribute to this subject area. This will be a combination of your overall content positioning statement and your brand's unique insight or angle for this particular piece.]



14 TONE OF VOICE

[Summarise your brand's personality using your tone of voice.]



15 TARGET AUDIENCE

[Provide information about your personas and the audiences you want to reach with this piece of content.]



16 RESPONSE

[What do you want the target audience to think or feel once they have read your article?]



17 RESEARCH

[Details of any further research the copywriter needs to do around this subject area.]



18 IMAGES

[Provide details of any supporting imagery.]



19 LINKS

[A list of links referencing the sources to use in the piece.]



20 CONTENT TAGS

[Describe your tagging process if you want to add meta tags to the piece.]



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21 WHAT IS YOUR BUDGET?



Thank you!