

The Creative Work Plan instructions

Before you embark on the process of developing your own direct marketing campaign, it's helpful to outline a few key components that will drive the development, and ultimately the success, of your campaign.

OSCPA has developed a template for a Creative Work plan to help you with this process.



Creative Work Plan

The most creative concept is the one that not only stops and involves the prospect, but compels the response that meets its strategic purpose.

The Creative Work Plan helps organize the thought process and guide development of a creative approach that will be most appealing to the target market. This focus up front also helps ensure that the relevant key messages and content have been carefully thought out and agreed upon. This greatly reduces the likelihood of costly and time-consuming changes along the way.

By taking a few minutes to develop a Creative Work Plan, your designer and copywriter are more likely to provide you with the creative solution you are seeking -- whether it's in the form of a marketing brochure, an ad, a PowerPoint sales presentation, a video or any other communication.

Components:

- **Key Marketing Fact:** What is the single most important fact that will have an impact on our audience? It can be a competitive advantage that has not been communicated or perceived. For example: a service change, a new benefit or a repositioning in a changed marketplace. Avoid generalities and laundry lists. Focus down to a single issue.
- **Competition:** Who are our competitors for our accounting tax or consulting clients? What are their specific strengths, weaknesses, opportunities?
- **Target Market:** Where is our best opportunity in the marketplace for targeting our services? What is the target audience's state of mind and attitude toward our service? Look at demographics, buying behavior, relationship value.
- **Objective:** What do we want this effort to accomplish? For example: generate leads, raise awareness, soften market for future contacts, get prospects to request more information, question their current methods, etc.? The more specific and measurable, the better.
- **Problem this communication must solve:** What problem does this vehicle (brochure, ad, video etc.) solve for the prospect? At its most simplistic level, "I must get up to speed on the new state tax laws." It may answer an unrealized problem as well.
- **Promise:** What is our primary claim? It must be true as well as believable. It may be something new or something existing that has not been fully realized by the prospect.
- **Reason Why:** These are the copy points that (1) support the promise and (2) may expand on other benefits that drive a prospect's decision to take the desired action. Keep in mind that it's important to tie every service feature to a relevant benefit: Features tell. Benefits sell.
- **Rationale:** Why is all the above the best way to define and approach this communication effort? Why is this promise offer our strongest wedge into the marketplace in light of our key marketing fact?
- **Mandatories/Constraints:** Are there budget or time limitations? What contact information is required? Or are there sensitive market, cultural or internal/external political issues we need to be aware of in drafting content?

Creative Work Plan

Project _____ Date _____

Contact/Project Manager _____ Delivery Date _____

KEY MARKETING FACT: _____

COMPETITION: _____

TARGET MARKET: _____

OBJECTIVE: _____

PROBLEM THIS COMMUNICATION MUST SOLVE: _____

PROMISE: _____

REASONS WHY: _____

RATIONALE: _____

MANDATORIES: _____

