**Template #3 Landing Page Briefing Sheet**

Example -<https://www.developersites.com.au/25-smith>

**Checklist**

Please email the below requirements along with this briefing form back. The first draft of the LCP will be available within 5 business days of receiving all material.

|  |  |
| --- | --- |
| **Item** | **Specs** |
| Project logo | Vector format if possible |
| High res images | Min 2000px wide |
| Developer, builder, project marketer etc logo (footer) | Vector format if possible |
| Brochure for enquiry form | PDF |
| Font | Font file or Google font substitute |
| Branding colours | Hex code |

**Header section   
approx. 50 words**Short and sharp heading with offerings and price points underneath

**Section 1   
approx. 80 words**Title and body copy to introduce the project and main selling points

**Section 2  
approx. 100 words**Title and body copy to highlight Architecture. This can be changed to amenities if preferred.

**Section 3  
approx. 100 words**This section highlights the location.

**Section 4  
approx. 100 words**This section highlights the lifestyle

**Section 5  
*approx. 30 words***Google Map – Street address of development and/or display location so we can plot on map. Opening hours (if applicable).

**Section 6  
*approx. 100 words***This section highlights the developer/builder

**Section 7 (optional)   
Link to video (YouTube or vimeo link):**

**Leads – user access**Please advise of users who would like access to the Lead Management System and receive email notifications each time a lead is received. This includes a parser email for leads to feed through to your CRM. CRM integration is not included in the cost of the LCP and is an additional $500 ex GST. We require a minimum of 3 business days to complete.

Please complete the below for users to be set up.

|  |  |  |
| --- | --- | --- |
| **Name** | **Email** | **Mobile number** |
|  |  |  |
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|  |  |  |

Creative price includes 2 hours of amends after the page has been approved and set live. Any changes after the 2 hours of amends will be charged at an hourly rate.