**Template #2 Landing Page Briefing Sheet**

**Example:** <https://www.developersites.com.au/pente-boronia/>

**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 |
| 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. 10 words***

CTA – eg. “*Brand new release. Project name at suburb name + Price point*”.

**Section 1**

***approx. 15 - 20 words***

This is your chance to further elaborate on the offering and mention any other unique selling points.

***1-2 breakdown boxes can be placed***

Product breakdown, starting prices and sizes.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Bedrooms | Bathrooms | Car spaces | Price point | Optional size m2 | Selling point (1-2 words) |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Section 2**

***approx. 50 - 60 words***

Broader description highlighting main selling points, incentives or offers.

**Image Carousel *max 10 photos***

**Section 3**

***approx. 15 - 20 words***

A sentence to introduce the list of features.

**Features**

***approx. 8 - 15 features***

Top 8-10 property/development features (concise, but the more detail the better).

* Feature
* Feature
* Feature
* Feature

**Section 4   
*approx. 10 - 15 words*:**

A heading or hero sentence highlighting a feature of the project’s location.

A few sentences or dot points highlighting the main features of the location

***approx. 50 - 60 words***

* Location feature
* Location feature
* Location feature
* Location feature

**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).

**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** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

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.