Content for the Web		Adobe Spark Page

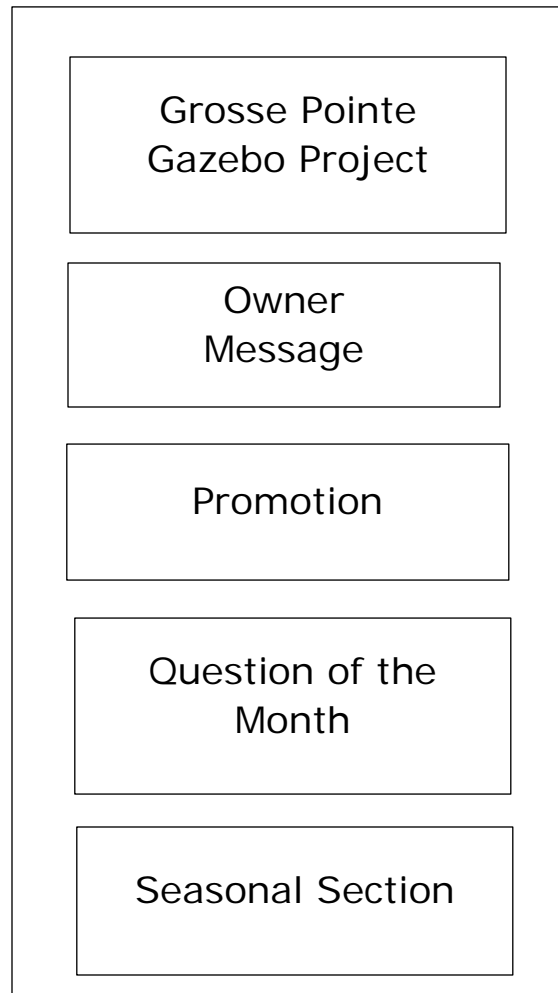| **Target**	**Single issue of newsletter for email marketing**	<u>B & B Construction Company</u>
Who is the item for? (audience) **Why:** What is the item's job? **Why:** What is the value to the audience?	Marketing Plan – email Campaign <u>campaign purpose:</u> To create a sense of community between the customers and the company and establish the company as experts in construction and remodeling. <u>campaign items to be selected from</u> • seasonal ideas • owner message • featured project • promotions / discounts • tips • question of the month	The company has been in business for 25 years and does residential and commercial projects. The customers are small businesses, local city governments, and residential homeowners.
Plan **Where** will the item be located? **What** elements will the content item have? (ex: title, image, date, description, etc. / outline) **What** are the delivery specifications? examples: aspect ratio / dimensions **How** will you create the item?	In this exploration you plan the content of this one newsletter based on the guidelines of the marketing plan and the client information provided. The newsletter will be in an email campaign app called MailChimp. Dimensions: width: 11 in" margins: 1" all around height: as long as needed	The content will be defined into pieces or "chunks" and organized using a "mind map".
Design Attach layout wireframes – simple squares	The next exploration will be the wireframe layout stage. From the mind map, you layout the content chunks with a wireframe sketch. The layout will consider the size, shape and placement of the content chunks based on their importance and place in the content story.	
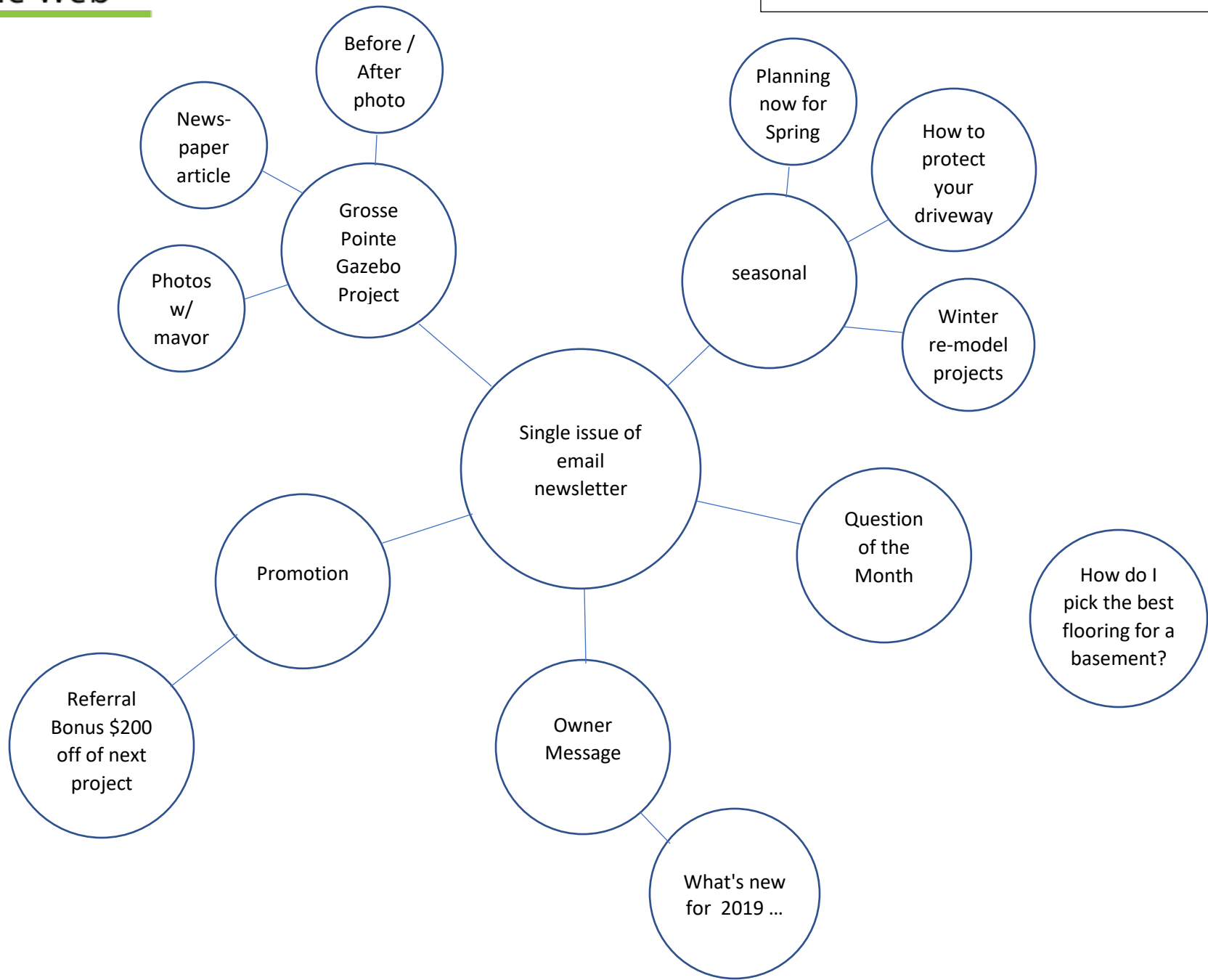
Before / After photo

News-paper article

Grosse Pointe Gazebo Project

Photos w/ mayor

Planning now for Spring

How to protect your driveway

seasonal

Winter re-model projects

Single issue of email newsletter

Question of the Month

How do I pick the best flooring for a basement?

Promotion

Referral Bonus $200 off of next project

Owner Message

What's new for 2019 …

Content
for the Web

Adobe Spark Page

Content Hierarchy:

FOCUS: 50% of the audience lives in the Grosse Pointe area

Grosse Pointe Gazebo Project

Owner Message

Promotion

Question of the Month

Seasonal Section

Content Hierarchy:

FOCUS: The Winter weather is on everyone's mind.

Seasonal Section

Owner's Message

Promotion

Grosse Pointe Gazebo Project

Question of the Month
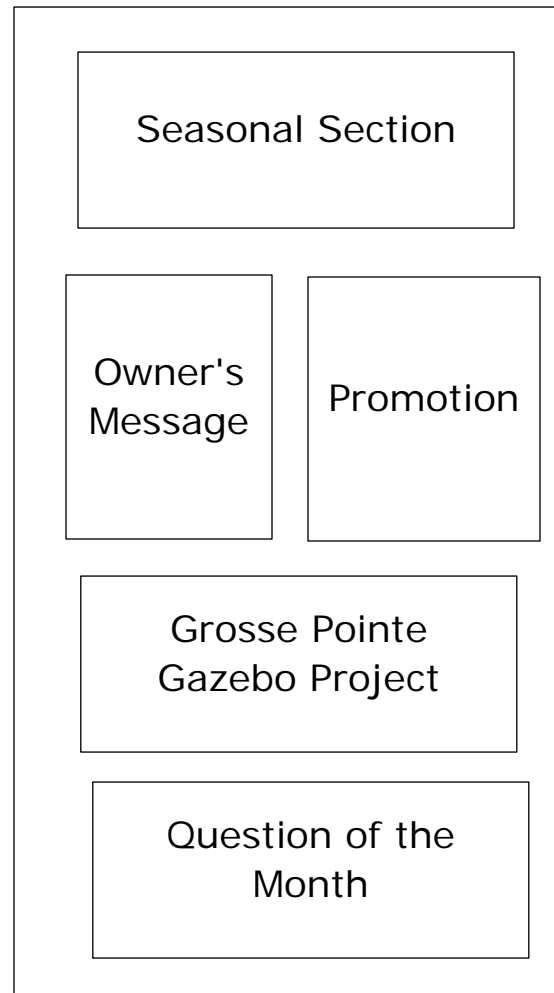
Content Hierarchy:

FOCUS: The owner wants his message to lead the newsletter, then the promotion

Owner's Message

Promotion

Seasonal Section

Grosse Pointe Gazebo Project

Question of the Month