

# Content

## for the Web

### Worksheet Content Discovery: Online Ad / Landing Page

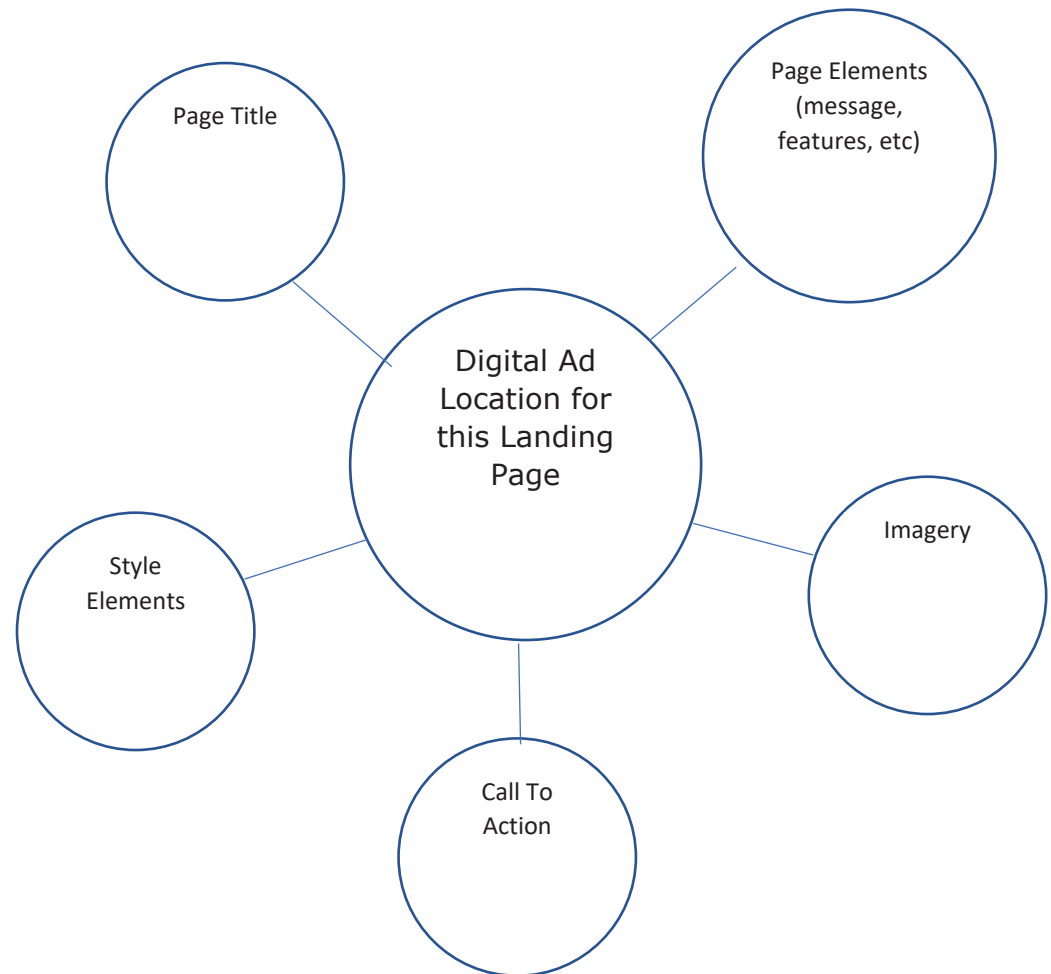
<p style="text-align: center;"><b>Target</b></p> <hr/> <p><b>Who</b> is the item for? (audience) People interested in Irish Dance.</p> <hr/> <p><b>Why:</b> What is the item's job? To get people to sign up for classes.</p> <hr/> <p><b>Why:</b> What is the value to the audience? A free week of classes</p>	<p><b>Your Major Brand Business Type and Name:</b> Hagerty Academy of Irish Dance</p> <hr/> <p><b>Your Major Brand Company Profile</b> Irish Dance academy that is performance based and offers instruction for kids and adults.</p>	<p><b>What is the ad prompting the users to do?</b> To sign up for Irish Dance classes for themselves or their kids</p> <hr/> <p><b>Who are the users to be prompted?</b> Anyone interested in learning to Irish Dance.</p>	<p><b>Where are the locations that this ad will be placed?</b> <b>example:</b> Social Media, eBlasts, Dance Blogs, Our website, Community groups</p>	
<p style="text-align: center;"><b>Plan</b></p> <hr/> <p><b>Where</b> will the item be located?</p> <hr/> <p><b>What</b> elements will the content item have?</p> <hr/> <p><b>What</b> are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p><b>How</b> will you create the item?</p>	<p><b>ONLINE AD</b></p> <p><b>What size(s) are this ad?</b> 2160px X 2160px</p> <hr/> <p><b>What is the ad message?</b> Register for classes and get your first week FREE!</p> <p><b>What is the ad's CTA?</b> Claim your FREE week!</p>		<p><b>LANDING PAGE</b></p> <p>Pick an ad placement location.</p> <hr/> <p><b>Match the Landing Page Content and Styling to the Ad Placement</b> ( use the mind map )</p>	
<p style="text-align: center;"><b>Design</b></p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>	<p><b>Styling: tone and personality?</b> Fun and Inspirational</p>	<p><b>Color scheme?</b> Turquoise and Green to match the logo</p>	<p><b>Layout Elements:</b> Select and Adjust Templates.</p>	
<p><b>What brand items will be used?</b> Company logo and Irish Dance images</p>	<p><b>Typography?</b> Font: Archivo (Narrow and Black)</p>			

# Content for the Web

## Worksheet Content Discovery: Online Ad / Landing Page

Online Ad – Landing Page Summary Table

Online Ad	
Ad Message Register for classes and get your first week FREE!	Ad Call to Action Claim your FREE week!
Landing Page	
Where is this ad placed for this landing page? Social Media, eBlasts, Dance Blogs, Our Website, Community groups	
Page Title: ( Match with Ad Title) Register for your FREE introductory week!	
Page Elements: Heading Form field with CTA Class descriptions	
Imagery Irish Dance Images	
Call to Action Register to Get Your FREE week!	
Style Elements for this specific page. Same color scheme as the ad, to match the logo and theme of the company.	



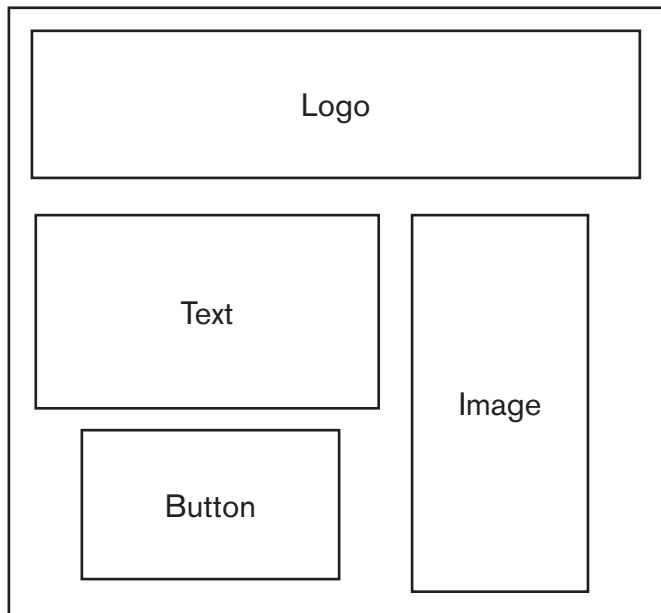
# Content

for the Web

## Worksheet Content Discovery: Online Ad / Landing Page

### Wireframe Area

ONLINE AD WIRE FRAME



LANDING PAGE WIREFRAME

