Brief for Cloud Networks copy

Write home page copy for Cloud Networks.

Home page copy to be approx 500 words. Don't just write one big block of text. Separate into sections with engaging headings. Write in a confident, conversational tone, without much complexity.

Background: Cloud Networks is an Australian company that provides cloud access to all a client's local software products. If the client's team uses a local version of Office, Outlook, Photoshop, MYOB, etc., and they want to continue using those local products, but they want everyone to have cloud access to them (and all the associated files), Cloud Networks can provide it, and the client doesn't have to worry about server admin and maintenance, software licences, etc. Cloud Networks handles all of that, including server upgrades, security, etc. They charge a flat fee based on number of users and data usage. There's no lock-in contract. Maintenance doesn't cost any extra, but extra software licences do. The client's usual software works fast (almost the same as normal), and it's all secure and backed up every 3 hours with redundant backups in a second Australian data centre in a different physical location. They also provide tech support on anything, including computer problems, integrating new hardware, IT research, SSL certificates. This isn't included in the flat fee; it costs extra.

Below are the questionnaire answers I received from the client.

Question 1: Please describe your brand. (e.g. Try to assign a personality to it.)

Answer 1: Friendly, easy, simple and reliable.

Question 2: Who is the reader?

Answer 2: Small business owners, with limited IT knowledge, male and female 30-50 years, they can't afford to invest in something that won't work so they'll want to feel very comfortable with you up front

Question 3: What problem / need / situation has caused the reader to visit this site?

Answer 3:

- To get on with what they are doing and not worry about their IT systems
- High level service/support
- Reliable service – and they want to be able to access files from anywhere without hassles
- No lock-ins contract
- To speak to people they can trust and relate to
- Secure and australian
- To host an application the isnt available online.
- Multi user access of the system from anywhere.
- Not just the system but we have the people to help support the system.

Question 4: How would they have arrived at this site? (e.g. Google search)

Answer 4: Google, facebook, word of mouth

Question 5: What is the reader's current opinion of your company / offering?

Answer 5: Unaware of the offering

Question 6: Do you know of any barriers to sale / conversion? (Reasons the reader might decide NOT to buy from you.)

Answer 6: Clarifying the comparison to other cloud products vs us is critical. As some compare us to googledocs, o365 etc. we need to be able to make a clear differentiation of the difference so they can decide themselves. Some think they can get it for nothing or a pittance, so after trialing decide to go the free route. Odd though, as a lot of the time the reader would spend about the same on a mobile phone contract and the service we offer is their entire business online, not just a communication device.

Question 7: What are your overriding / strongest or most unique selling points?

Answer 7: Customer service/support, reliability and simplicity.

Question 8: Why should readers trust you?

Answer 8: We know our strengths and we invest heavily in these areas. Our service is superior than our competitors. Honestly a lot of IT companies make us look so good because their service is so shit. But ultimately readers should trust us because we offer, no lock in contract, no setup fee, free trial and we have a host of existing clients with testimonials going back years thats proof we are great at what we do.

Question 9: What do you NOT want to see in your copy?

Answer 9: IT jargon, complex descriptions and choices. Too much detail in the one spot, eg if they want more than can drill down to get more detail.

Question 10: Do your prospects and customers keep asking any questions in particular that we could be covering on the website?

Answer 10: Yes, mostly on what they get for what price and how that helps them.

Question 11: When you speak to prospects, what are the main points that get them across the line? What are they most impressed by? What do they need most convincing about? What do they need explanation about? What do they usually need a demo of to understand or believe?

Answer 11: Our all in one, end to end service. We cover their cloud environment and the local environment. They all want one place to call and thats us, we do cloud as well as traditional consulting. We organise things for them, we are the glue, the interpreter between business and technology. They need to see value and have confidence is our service that'll stand up to their requirements. They need to feel confident the migration from the current environment to ours is simple and easy and that we do it all from start to finish. Most of our products, once demo'd gives a much better understanding on how the system can fit their needs.

Question 12: How does it all work?

Answer 12: We learn how the client works (what they do, team members, how they collaborate, what programs they use, what their systems look like together, what's causing them pain, how much data they store). Then we migrate everything the client uses and all their files to our servers, and give them access to it over the internet. Then they log to their

own portal on our servers (on any device with an internet connection) and see all their normal programs and files, which they use as per usual.

Question 13: What is the call to action for the site? (i.e. what do you want the reader to do immediately after reading this page? Call you? Email you? etc.)

Answer 13: Call us, chat to us, email us. Or request a call back.