



# SPECIFICATIONS / BRIEF

## LAY YOURSELF BARE

COMPANY NAME

DATE

Following your purchase, the following completed document represents the specifications file and will be the work tool for the partner in charge of the offer ordered.

### YOUR ACTIVITY

Briefly describe your activity, the services or products that you offer.  
Don't forget to mention the field in which your company operates its activities.

### BENEFITS OF YOUR PRODUCT / SERVICE

Explain what makes your product/service special and its unique characteristics. You can send us your current PowerPoint or Word presentation presenting all the information.

### WHO ARE YOUR COMPETITORS?

Tell us who your competitors are in your market sector.  
You may also give us the website addresses of your competitors.

## DEFINE YOUR TARGET GROUP

A factual description of the target is important. Simply state: age, income and interests of your target, for us to identify your target audience. It is also important to mention if you are a BtoB or BtoC company.

## YOUR PRESENCE ON SOCIAL MEDIA

To get to learn how you use social media and to analyse your digital notoriety, an assesment needs to be made. Indicate on which social platform you are present, how you use them and the nature and tone of your posts.

## CHECK EVERYTHING ONE LAST TIME

Please take the time to read one more time your specifications.

You should send the document only once you are sure that all the necessary content is included in this document.

If you have any question with drafting your specifications, please do not hesitate to contact our support team by email or by phone.

> [help@labiga.com](mailto:help@labiga.com) >> 016 58 17 90 81