
Marketing and Web Site Checklist

A planning guide for successful Web site development and marketing

Vision of the Web Site

A. Mission statement -

The mission statement is an overview of the purpose of your site. The statement describes in one or two sentences what you hope to accomplish with the site.

Audience Analysis

A. Identify all target audiences (internal, external, customers, suppliers, vendors)

- 1.
- 2.
- 3.
- 4.
- 5.

B. What is the primary business problem being addressed by this project for each audience?

C. What action(s) do you want them to take during or after visiting the site?

Business Strategies, Goals and Objectives

A. What is the fundamental business objective for the site?

B. What are the specific goals that my company has for providing information and services online (i.e. save money, increase sales, improve productivity, customer service).

C. How do I evaluate the success of the Web site?

D. Goals for Specific Departments (check those that apply):

- Create an awareness of products and services
- Provide useful information to a target audience
- Generate a database of information about people who visit
- Reduce printing, mailing and distribution expenses
- Enhance customer service by answering questions online
- Generate new sales leads
- Let customers and the media know about new product developments and press releases
- Enhance investor relations
- Provide information and services to employees

The Competition

A. Who is the competition?

B. How do competitors currently reach your target markets?

C. Do competitors have a Web presence and how do they use it?

Implementation

A. What is the target date to have my Internet presence up?

- B. What is a realistic expectation for an annual budget for the site?
- C. What additional resources will my company need to make this a success?
(such as accounting, legal, marketing)?
- D. Will the Internet team and/or employees need training?

Technology

- A. Which of the following technologies and media would be appropriate?
- Text-based content
 - Ability to search the site for specific content
 - Secure log-on for selected clients and/or employees
 - Registration process that collects information from users
 - Audio, video or multimedia
 - Forms for users to send in questions and order literature
 - Electronic commerce for online sales
 - User can enter data that's added to a database (i.e. purchase orders)
 - User have online access to databases (i.e. account information)
 - Enable users to access different types of files (i.e. spreadsheets, documents)

Marketing of the Web Site

- A. Which of the following marketing strategies will I plan to ensure success of the Internet strategy?
- Press releases
 - Business cards
 - Fax all prospects
 - Internal announcements
 - Telemarketing
 - Add Web address to all print media and advertising
 - Connect the site to social networks (list them)

Internet Marketing Efforts

- A. What is my annual budget for marketing on the Internet?
- B. Am I successfully listed in search engines? Which ones?
- C. What sites should I consider for banner advertising?
- D. Will I use any online games or contests to attract customers?
- E. Describe what happens when someone clicks on a banner ad?
- F. What types of data do I want to collect from visitors to my site?
- G. How can we use e-mail for marketing?
- H. How can we use social networks for marketing (what social networks are relevant)?

Site Content

- A. Identify content areas on the site: (investor information, news, new products)
Identify areas of new content
- B. What types of broadband content can the site have?
Pictures (of what)
Videos (of what)
Audio (of what)
Interactive training (what)
- C. How frequently does content change (homepage, other sections)?

Who is responsible for getting/writing the content for each section?

- D. Can content be personalized for individual site visitors based on profiles?
- E. Will there be any electronic e-zine or newsletter that is distributed to an “opt-in” mailing list? (please describe, will it have an article, tips, advertiser information, what?)

Data fields to Collect from Visitors

The following fields will be collected and stored in a database. Users will be asked to “opt-in” or agree to future e-mails which helps for both marketing and advertisers.

Issue: what incentive do you offer to collect this data?

Name
Address
City
State
Zip
Phone
Fax
E-mail address

OTHER: