

Web Strategy 101

If you downloaded this document, you're most likely wondering where to begin with your company's website and online marketing campaign. Maybe you've not reached that point yet. Either way, there are some points you can begin thinking about that will help us help you - we call it **Web Strategy 101**.

Expectations

Expectations can be great, or they can be modest. Which are yours? Understanding your expectations and giving us an idea of your expectations is a great start to us building you the perfect web presence. Do you want to sell a million copies of your book, or just give people a way to find your phone number online? Jot down a few words to fill us in!

Target Audience

Yep, it's time to dust off the ole' business plan. You remember your business plan, right? Like traditional marketing, web strategy can and should be targeted to your ideal customer. Let us know a bit about them.

Your F.A.B.

Another business plan question - what are your Features, Benefits and Advantages? We can sing your praises online, but first we have to know the melody. A few words on what your company does best will go a long way.

Anything Else?

We might have missed something, or maybe you want to pour your heart out. If there's more vital information you really want to let us know about, the space below should be ample. We know it's a pain, thinking and writing and all, but this information goes a long way towards the start of a great campaign!

Budget

Ah, the hard part. You work hard for your money, we know that. But you have to spend money to make money, there's no such thing as a free lunch, and money makes the world go round. Cliches aside, what are your budget predictions for your web strategy? Do you have a fixed cost in mind, or are you devoting a piece of your marketing budget to the web? Some guidance in this area will help us be lean with your green.

Offline Marketing

Do you use any promotional or advertising tools outside of the world wide web? Give us an idea of how you market yourself in the real world might give us a better idea of how to market you online.

Sites You Like

We don't copy, and we don't like templates, but if you've seen a website you like, perhaps a competitor or a website from another industry that you admired, let us know, we'll see if we can combine those elements into your web project.
