



124 S. Maple St. Ambler, PA 19002 | www.netreach.com | 215-283-2300

Project Questionnaire

Project Background:

Please summarize the project and what you want to achieve:

- What is the main goal of this project?
- What outcome will make this project successful?
- How will you measure that success?
- Do you need to launch the site in a certain time frame or based on an event?
- Who are your competitors? List their websites addresses.
- What are the possible problems and opportunities?

Audience

- Who is the primary audience?
- What are your goals for the primary audience?
- What are the products/services involved?
- What are your goals for these products/services?
- What does your audience want?
- What do they want to do?
- What should be avoided in talking to this audience?
- How do you plan to position your products to achieve your goals?
- Who is your secondary audience(s)? (repeat questions above)



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Medium

- What is the best way to reach your audience?
- What media are currently in use and how does any new marketing have to integrate with what already exists?
- How will you deliver your message (tactics)?
- Are there any mandatory requirements?

Message

- What is the current consumer perception?
- What is the desired consumer perception?
- What is the promise? Can you prove it?
- If there is one key point, what is it?
- What other key points are there?
- What is the “Call to action?” / What do we want the consumer to do?
- What are the key points? / What reasons support your position?

Content (for websites and some print materials)

- Where will content come from?
- Will it be new, repurposed, or both?
- How often will you add new content?
- Who will update the content?



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Look and Feel

- What existing marketing materials can be leveraged? (i.e., a corporate style guide, logos, etc.)
- What do you want others to think about your company?
- What do you want visitors to your site to experience? (use analogies)
- What don't you want visitors to your site to experience? (use analogies)

Marketing Integration

- What marketing efforts are you implementing to support the product/service featured on your site? Online and offline. Please list them.
- Is the messaging consistent? Does the promo support your goals (overall and for each audience)?
- Do you plan on implementing a PPC or other online marketing effort?
- How do you plan on tracking marketing efforts? (i.e., unique ULRs for each promo)