



**Stand Out, Get Results**

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## **Define your Site, Features & Marketing Strategy**

- 1. Define your target markets including niche markets.**
- 2. What kind of site do you want? (define site)** *i.e. eCommerce, corporate, catalog style, portfolio?*
- 3. Who are your competitors?** *List who they are and their urls.*
- 4. What are your competitors doing?** *What is it about them that you do or don't like? What design features do they have that you like? Don't like?*
- 5. What is the goal of the website? (define goals a.k.a marketing objective)** *Will the site sell a product, several products, promote a service, elevate your image?*



6. **What are your marketing strategies?** *Your marketing objective is your goal and the strategies are the ideas you have to make it happen. Your Marketing Strategies are the things that will make goals in #5 come true*

7. **What do you want this website to do for you?**

8. **What is the call to action for this website?**

9. **What features do you want on your website**

**List the stuff you want:**

**Practical**

*Shopping cart, a horizontal dropdown menu, what's new area, directions, photo gallery*

**Marketing tools**

*eNewsletter sign up, blog or forum, customer login for status reports, autoresponder*

**Cool tools**

*A calculator, weather, calendar with the ability to add events, Pacman game*



**10. Who will be updating the site?** *Content management window?*

**11. Do you have a budget number for development and marketing?**