

## Eport Studios Web Design

### Optimal Online Marketing Plan

Maximize your marketing tools and your web presence to create an image that is easy to recognize and hard to forget!

The goal of Eport Studios Optimal Online Marketing Plan is to help you successfully and seamlessly integrate every aspect of your marketing efforts. By integrating your website and tactile marketing tools into a cohesive and effective unit, all aspects will enhance each other, furthering your market visibility and recognition.

#### TARGET CLIENTELE:

- Has your target audience (clientele) been identified? (y/n)
- Who are they or who are they likely to be? (list all):
  
- Are the existing promotional materials targeting this specific clientele adequately? (yes/no/we have no marketing materials)

#### IMAGE BRANDING:

- Do you have an existing logo? (y/n)
- If yes, does it suit you (is it representative of your business image)? (y/n)
- Do you feel you need a new logo design? (y/n)
- What amount (if any) have you budgeted for image branding? \_\_\_\_\_
- Do you have a business "slogan" or "tag line"? (y/n) If yes, what is it?  
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- Is it easy to remember? (y/n)
- Does it reflect the nature of your business? (y/n)

#### MARKETING MATERIALS:

- Do you have any currently existing marketing materials including (check all that apply):
  - Business cards
  - Brochures
  - Promotional packets
  - CDs
  - DVDs
  - Other (list):

- Are your existing promotional materials current? (y/n)
- Do all of your promotional materials have similar design elements, making them recognizable as coming from the same source (i.e., you and your business)? (y/n)
- Do they represent you in a way that is best suited to the nature of your business and the image you wish to present? (y/n)
- If not, do you have an idea of how your desired professional image should look? (Please be as specific as possible. List any examples, including competitors if applicable):

#### **WEBSITE DESIGN:**

- Do you already have a website? (y/n)
- Are there any elements of your current website you wish to keep? (y/n/na) If yes, please list all:
- Are there specific requirements that need to be incorporated into your new website? These design requirements could include:
  - Logo (always recommended as part of your website design)
  - Slogan (also always recommended as part of your website):
  - Color scheme:
  - Layout specifications:
  - Incorporating the “look and feel” of competitor or admired websites) as a model for your new or updated website (please list URL of admired sites i.e. [www.greatsite.com](http://www.greatsite.com)):
  - Other: