



DIGITAL INSIGHTS

The Digital Insights Project Planner

Firstly, thank you for considering Digital Insights as a partner for your project.

We have compiled this plan to help you get started with your project brief.

We also want to keep it short. As this is only the first step. Once you fill in relevant information then **'Right Click'** on the document and **'Save As'**. Once saved then email it to us at projects@digitalinsights.ie

If you would rather pick up the phone to arrange a meeting with us, feel free at any stage. You can call us on **01-4903237** or email at info@digitalinsights.ie.

It should take no more than **10 minutes** to fill out (time well spent)

General Information

What's the name of your company/organization?

Your name & job title?

Your email address & phone number?

Tell us a bit about your company – what you do, competitors, your online presence to date?

Project Information

What areas of Digital Insights services are you looking for? Design and Development, Digital Marketing or Training?

Tell us a bit about the project you want to discuss? List out bullet points below of key required features, business objectives, any historical issues – generally paint a brief picture of what you want to achieve.

If its Digital Marketing you want to discuss, tell us specifically what areas? Social Media, PPC, SEO, Email etc..? Elaborate on specifics if you can?

If it's a new website, mobile application or social media app that you require, tell us some of the details in terms of audience, functionality, goals?

For Digital Marketing, if its PPC, SEO or Email that you require assistance with, list out some competitors or other Co's that you think are performing well or not so well and why you believe this to be the case.

For social media marketing, tell us about some companies that you think are doing a good job and again not so good?

In terms of web design, if you have some examples of sites and applications that you think are good or not so good, list them below and briefly why you believe them to be so?

Your Audience

Please list some of the characteristics of your prospects and customers? Age, Sex, location. Behaviours, needs, digital preferences (as you currently understand them to be) – keep it simple. If you have different types of customers (known as personas in the business) break them down into a couple of different types:

Type 1

Type 2

Budget and Timelines

When would you like the project to start development and when do you ideally want the project to go live? List out any key considerations in determining the dates?

Do you have a budget in mind and agreed for the project eg, (€5-10k, €10-20k, €20-30k, €30k+). If the project is to be delivered in phases, highlight this and broadly list the envisaged phases along with associated budgets.

Anything we've missed or you feel is relevant?

If we've missed out on any points that you feel are necessary to make, feel free to add additional comments here. This document is geared towards providing a context for an initial meeting where the full context will be established for the project.

Thanks for completing the planner template.

We look forward to receiving it. We will get back straightaway and arrange a follow up with you.

Just 'Save As' and email the document to: projects@digitalinsights.ie