

W.3.B.B.P.T.Web3 Box Business Planning Template



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This document is a preliminary study regarding the future development of websites and any associated projects to help improve the customers web presence.



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Please add comments where you see "YOU:".

If you find sections that you don't fully understand, we will help more than glad to help. Go to www.web3box.com and use our live help feature or send us an email to <mailto:office@web3box.com>

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Establishing goals and objectives is the first step along the path of a good Internet Business Plan. This must be firmly established before the design stages are started on a site. If you are unsure of what the site is supposed to accomplish then how can customers be expected to understand why they should visit your site?

What are you trying to achieve with your website?

- *Generate business leads for existing channels/attract new customers*
- *Generate requests for information*
- *Improve company image*
- *Increase public awareness of business/product/service visibility*
- *To improve overall customer service*
- *To inform present customers of product/service updates, sales, special promotions and events*
- *To sell products or services directly*
- *To test for potential new market niches*
- *To use Internet technology to lower present overhead*
- *To improve inner company communications*
- *To make available product information & price lists to clients/suppliers*
- *Build store or business traffic*
- *Allow customers to purchase online*
- *Recruit new employees*
- *OTHER: State Goal*

YOU:

Describe actions required to achieve this goal

YOU:

Describe the process of measuring the success or failure of this objective

YOU:



It is important to know your audience in order to provide for their needs. The reason for developing a website may be for the benefit of the company but in order for you to benefit the customer must benefit also. Otherwise they have no reason to visit your site. The site structure has to be geared around the customer, how they think, and their skill levels.

Do current customers/clients use the Internet?

YOU:

Do they have e-mail addresses?

YOU:

How often do they use the Internet?

YOU:

How experienced are they at using the Internet?

YOU:

Where do they access the Internet?

YOU:

Internet Audience Demographics

Interests: Describe what interests target audience.

YOU:

Likes: Describe what target audience likes.

YOU:

Dislikes: Describe what target audience dislikes.

YOU:

Demographics: Describe the characteristics or traits of target audience.

YOU:

Education: Describe education level of target audience and what they know.

YOU:



If you build a site people will come. If only it was that easy. People will flock to your site, but only if it is properly marketed. The success of the site will be determined largely in part by your marketing strategy.

What is the time frame for Publishing the website?

YOU:

How will your Integrate your site into your company's existing marketing efforts?

Exemple: Press Release Media publicity, Coupons/Specials, Direct Mail utilizing industry mailing lists currently available inviting the recipient to visit the site, Direct mail Site Promotion to Existing Customers, via bills, newsletters, business cards, product materials, and other existing printed material, Premiums and gifts imprinted the website address, Trade shows, Presentations to professional groups, In Store Promotion, Industry-Specific Directories

YOU:

How will you promote your site to the current Internet population?

Exemple:

- E-mail
- Noncompetitive suppliers
- Discussion lists
- Search Engine Registration
- Postings on appropriate newsgroups
- Chat forums
- Link requests with appropriate sites
- Banner Advertising
- Include in shopping malls
- Developing a "signature" mini-ad attached to all your e-mail messages
- Writing for online publications
- Industry-specific search/reference locations
- Offer Affiliate Programs

YOU:



Like everything else in this world establishing and maintaining an Internet presence isn't free. Costs of websites vary as greatly as the budgets of the company's creating them. Some fees are set in stone and the same for everyone while others vary dramatically. This depends upon the complexity of the site being created and how professional appearance is desired. This section must be closely analyzed to find out if your company will actually benefit financially by having the site. There is other financial information needed for analyzing your company.

Budget for Website Design Project

YOU:

What is your ongoing budget for the website?

YOU:

Domain Hosting service:

YOU:

Registering Domain Name:

YOU:



Now that you've decided that it is to your company's benefit to have an Internet presence there are a few technical things that must be taken care of.

Domain Information Do you currently have a registered domain?

YOU:

If not... Do you want us to research available domain names for you?

YOU:

Where will your site be hosted?

YOU:

Do you have a design or do you want us to do that for you ?

YOU:

The Internet is a very competitive atmosphere and knowing your competition is even more important than ever.

Who do you see as your main competitors?

YOU:

Likes: Describe what you like about their site.

YOU:

Dislikes: Describe what you dislike about their site.

YOU:

When you perform a search for services/products you offer who are the top 5 hits?

YOU:

What search criteria did you use? List exact search criteria you used.

YOU:



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