Digital Marketing Worksheet

# Objectives & Goals

What is your primary objective and goal for this campaign? (i.e. Increase enrollment by 10%)

List your secondary and tertiary objectives and goals in order of importance (i.e. increase visits by 5%, introduce 100 new prospects into our communications flow, receive 50 contacts, etc.)

# Target Market

Describe your primary target market and their goals. (i.e. professionals aged 24 – 30 seeking to advance their careers)

List your secondary and tertiary target markets and their goals in order of importance.

# Program

Please indicate the name of the program for which you are requesting assistance.

Please indicate the Web address of the program.

Have you completed the [Web Program Promotion Worksheet](http://www.samford.edu/departments/marketing/web-program-promotion-guide)?

List the key reasons a prospective student might choose this program over a similar program at another university.

How will this program help your target market achieve their goals?

List national awards or recognition granted to your program, students, faculty or alumni.

List the top 5 keywords people might use to search for your program.

# Relationship Mangement Process

Do you have a communications workflow in place and people committed to nurturing leads?

# Funding

How much do you plan to spend?

How do you plan to fund this campaign?

# Contact Information

Provide contact information for the individual responsible for this campaign.

Name and title

Email

Phone