Project:

	Target group insight & personas	Offer	Communication	Channels	Traffic	Infrastructure	Organization
Vision	*An ideal position of where we would like to be in the future*						
Now	Describe our target group. Relationship to: us our product our brand our business	Describe what we offer within this specific context today. Competitors? Trends?	What & how do we communicate: Message? Dialogue or monologue? Commercials or PR? Value added services and innovative solutions? What key word strategy do we have?	Which channels do we use?	What traffic sources do we have?	Which tools and platforms do we use? Operation environment?	Describe how we are organized to work with digital channels.
Analysis & problem definition	Analyze & define the problem	Analyze & define the problem	Analyze & define the problem	Analyze & define the problem	Analyze & define the problem	Analyze & define the problem	Analyze & define the problem
Conclusion & opportunity	*From the analysis resume what opportunity there is*						
Purpose	In this specific context: Goals, needs & attitudes?	What is the purpose of what we will offer?	What is the purpose of our communication?	What is the purpose of each channel?		What is the purpose of an impact on infrastructure?	What is the purpose of an impact on organization?
Objectives	Measurable objective	Measurable objective	Measurable objective	Measurable objective	Measurable objective	Measurable objective	Measurable objective
Concept	Complete the personas with: Geographics Demographics Psychographics Usage: Knowledge, time & surroundings?	Describe the idea briefly	Describe the communicative idea briefly and give input to a redefined key word strategy	Describe what channels to use	Describe what traffic methods and sources to focus at	Describe the changes and requirements briefly together with specification of what specific tools and platforms to use (open source resources for instance)	Describe changes, educational needs and which divisions that will be involved and how there work will change. E.g marketing, sales, product development, customer service, IT etc.
Key Performance Indicators	Objectives transformed to measurable KPIs		Objectives transformed to measurable KPIs	Objectives transformed to measurable KPIs	Objectives transformed to measurable KPIs	Objectives transformed to measurable KPIs	Objectives transformed to measurable KPIs

Budget, action plan, create, implement, track & change