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WATTS COMMUNICATIONS, INC.

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Project Starter Guide

Planning is very important in creating a successful marketing campaign. This project-planning guide is a simple tool that will guarantee to save you time and money on your project.

Determine Your Objective. Ask yourself, what is the problem you are trying to solve or what is the purpose for the project?

Identify Your Primary Audience. Specifically who is your audience? Detail the demographics of your primary audience.

Competitive Analysis. Conduct a SWOT analysis on your competition (list strengths, weaknesses, opportunities and threats) and determine how you can identify a competitive advantage. How is your product or service better?

Determine The Message. This should be a solution to your problem/objective. Try to create a message that is clear and concise. Identify the one message you would like the audience to hear.

Call To Action. What action do you ask the viewer to take?

Final Formats. What is the final format of your message (internet, VHS, DVD, CD etc.)? Identify how the message will be used and consider the resources available to your target audience.

Determine Components Needed. Will there be any other materials used? You have selected a format now determine the components that you will need to obtain.

Set a Budget. Do you have any budget constraints?

Approximate length of program. Consider all of the above components to set a length for the program. Each plays a role in the appropriate length of your message.

Duplication. How many copies do you plan on distributing? At what point do you receive quantity discounts?

Packaging. Look into the options available for your product. Will you need custom packaging or special labeling?

Deadline. Is there a specific event or deadline when the project is needed?