

Digital Media Plan Checklist

By Campbell Rodriguez

- Content
 - Decide the type of content that will be featured the website.
 - Determine Who will be responsible for producing the content.
 - Decide how the content will be delivered.
 - Check what type of technical platform the content will require.
 - Decide whether the content is going to be syndicated to iTunes, Shout-cast, or any other site.
 - Decide if the content requires any "RSS" feed functionality.
 - Determine whether the content is going to be repackaged for e-mail distribution.
- Communication
 - Find out how visitors will interact with your brand.
 - Find out if there is a policy on how quickly listeners should expect a reply to any e-mail or other communication.
 - Determine type of technology you will use to facilitate communication between visitors and your station staff.
- Commerce
 - Determine what type of store front / shopping cart functionality you will need for your site.
 - Decide on the strategy for controlling inventory in your store.
 - Decide who serves as the customer service representative at your station when a visitor has a problem.
- Movement
 - Determine the strategy to move visitors onto your website.
 - Decide how you will utilize search engines to direct interested customers to your site.
 - Make sure your site has been optimized for search engines.
 - Determine your plan to maintain healthy-search-engine-friendly sites.
 - Decide on the type of on-air cross promotion to support the website.
 - Decide how you will retain visitors on the site for more than three pages.
- Measurement
 - Choose metrics program you will use.

- Decide whether to commission third party audits for this site.
- Determine the types of reports that will be opened to the sales staff.
- Decide how often consultant will review the metrics to refine content strategy.