Digital Media Plan Checklist

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# Tasks:

☐ **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, Shoutcast, 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.**