



Elements of a Marketing and Promotion Plan – Interactive Digital Media

Revised January 11, 2011

Background:

1. Brief Description of the Digital Content and User Experience.
2. Describe the Demographics of your target audience and user profile.

Market research:

1. What similar products exist in the marketplace? How successful are they?
2. Compare your project with others in the marketplace. What makes it unique? What is similar? (consider content and technology)
3. How is your project better/more advanced than others?
4. What will make your product appealing to users?
5. Is there a long term appeal to your audiences? Describe.
6. Have you undertaken any test marketing? Describe. Results?
7. What and where are your potential markets?
8. What is the life-span projected for your project?
9. Are there associated projects which may be undertaken based on the success of this one?

Promotion and Advertising, Social Media

1. Describe your promotional strategies. How do you intend to build your audience?
2. Describe your social media outreach, SEO plans, tagging, blogging, swag, promotional materials, newsletters, etc.
3. Who will undertake promotion and marketing responsibilities? Experience?
4. What are the special 'hooks' you will use?
5. What role will the broadcaster play in promoting your project? What will be your promotional responsibilities?
6. How will your television program promote your digital media product?
7. What analytics will you use for traffic measurement?
8. What is your advertising/media plan on all platforms?
9. How will you update and refresh the content? Do you have a community manager?
10. What awards and events are you intending to participate in?
11. Is there a national and international marketing strategy? Is your project optimized for versioning and localization?
12. What is your promotion budget? Describe.
13. How will you promote the support of the Bell Broadcast and New Media Fund?
14. Do you have a marketing schedule that coincides with the broadcaster release plans? Do you have a long term schedule should continued promotion be required?