BRAND/BUSINESS OVERVIEW

Contact Name

Contact Title

Contact Email

Company

Current company website:

Brand/business founder:

Brand/business current owner:

Brand/business type (LLC, corporation, S corporation, sole proprietorship, partnership):

Appears on website as:

Date company founded:

Brand/business milestones: Include the milestone, the year the milestone was accomplished,

and any associated details to the milestone.

Upload brand/business logo:

Brand/business’s headquarters PHYSICAL address: Brand/business’s mailing address:

Brand/business’s office number:

Brand/business owner’s (or representative for this project) phone number:

Brand/business owner’s email:

EXPECTATIONS

What purpose does this brand/business serve?

What purposes do you expect your brand/business’s website to serve?

Do you have any expansion ideas for your brand/business in the near future?

Do you have any active campaigns or do you plan on having any campaigns? (Campaigns are

competitions, surveys, etc.)

STAFF

This is for your contact page. Add all names and emails that apply.

☐ Account Manager (for this project):

☐ Founder or Owner:

☐ CFO/Accountant

☐ Sales Manager:

☐ Social Media Consultant:

☐ Advertising Manager:

☐ Webmaster:

☐ Online Customer Service:

☐ Mail Team:

☐ Event Manager:

☐ Promoters:

☐ Other:

SALES & MARKETING FINANCE

Paypal account for revenue:

ADVERTISING:

What advertising methods are you currently using?

FACEBOOK

INSTAGRAM

PROGRESS: Do you already have a progress tracker for your website to report to you how

many people are visiting and interacting with your site?

FUNDRAISING: Do you have opportunities for sponsorship of your brand or business? Do you

need sponsorship packets designed for you? (Sponsorship packets are packets that describe

the amount of money that a sponsor must donate in order to enjoy the perks of sponsoring your

event, brand, or business.)

AD SALES: Do you want to make money by advertising on your website? Do you need

advertising packets designed for you? (Advertising packets are packets that describe how much

it will cost for a business to advertise their business on your website, in your newsletters,

pamphlets, etc)

WEBSITE INFORMATION: The following are included in your website and are a part of a

BASIC package:

1) Home 2) Contact 3) About Us 4) Subscribe 5) Header 6) Footer 7) Terms of Use 8) News

9) Member sign-up 10) Forms 11) Search for site 12) Social media display

There are three website plans that you may choose from:

Circle the additional pages that you are interested in adding to your website:

Blog

Store

Advertising

Competitions

Donate

Site Map

Newsletters

Email management

Booking

Testimonials

Social media display

Events calendar

Hotel booking

Sell digital goods

Virtual tour

Online ordering

Gift card generator

Poll

Job listings

Mailing list operator

Customer service portal

Property listings

SMS Messaging to customers/fans

Is there anything that you are interested in receiving that you do not see?

STORE INFORMATION

What do you plan on selling?

List any package deals, specials, or discounts that you want to offer:

List any coupons you want to offer on your website:

LAYOUT

How do you imagine your website looking?

Make your description as specific as possible.

Include color ideas and fonts.

Do you need pamphlets, flyers, tickets, enewsletters, color copies (front and back or just front),

black and white copies (front and back or just front), brochures, business cards, calendars,

flyers or sell sheets, newsletters, posters, post cards, or bumper stickers designed and printed?

(Most of these can be printed in up to quantities of 3,000 or more. Depending on how many

pages each unit contains, this number may fluctuate).

CONTENT

Who is responsible for the content on the website: pictures, captions, videos, music,

documents?

Will DM Web Services be assisting with editing of the text?

Will DM Web Services be assisting with editing videos?

CALENDAR OF EVENTS:

These dates will be used in order to generate a timeline for DM Web Services and the client. It

will also allow DM Web Services to generate the correct ads and give the correct information to

your users and customers.

Include all dates:

Deadline for site to be built and launched?

Re-list deadlines for sales:

Deadline for prints to be created and printed:

Mailing dates:

Email dates:

E-newsletter dates

Deadline for users to sign up on website?

Official event dates:

Other deadlines:

PRICING

What will the website be called?

Would you like to purchase some mail boxes? They are $4.95 per mail box a month.

Domain name: 1 Year - $15

Are you looking for a website AND a monthly managing contract OR are you looking for a

website to be A) created and managed by you or your webmaster?

B) DM Web Services creates, manages for six months

Maintenance Plan:

Website Occupation Fee - The software that is used to create your website is $35 per month for

your site. Of course there is some free software, but I use only the best. Your website will

always have the brightest graphics and fonts and will always look professional.

QUESTIONS