

Digital Marketing Discovery Guide

Thank you for partnering with the Office of Strategic Communication.

Your responses to the below questions will help our team evaluate opportunities and recommend the digital marketing strategy that best supports your objectives. Not every question will apply to every project.

Please answer as completely as you can, and we'll discuss any remaining details together. You may download this file and send the completed version to StrategicCommunication@MissouriState.edu.

1. Success Objectives

What are you hoping to accomplish through this initiative?

Examples: Increase awareness, generate inquiries, recruit new students, increase applications, drive event attendance, improve engagement, support enrollment growth.

What prompted this initiative?

How will you define success?

2. Key Details and Milestones

Are there any deadlines or timing considerations we should be aware of?

Examples:

- Application opens
- Application deadline
- Scholarship deadlines
- Open houses
- Information sessions
- Recruitment events
- Program launch
- Other important milestones

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3. Target Audience

Who are you trying to reach?

- Who is your primary audience?
- Are there any secondary audiences?
- What characteristics describe your ideal audience (age, profession/education, income, etc.)?
- Are there geographic priorities?
- Are there audiences you do *not* want to target?

4. Background

What makes your unit, program, event and/or initiative unique?

What are the two or three most important things you want your audience to know?

5. Existing Resources

What resources do you already have?

- Marketing landing page
- Photography
- Video
- Testimonials
- Faculty experts
- Student ambassadors
- Contact lists (inquiries, applicants, event registrants, purchased lists, etc.)
- Previous campaign reports
- Other marketing materials

6. Budget

What is your available media budget (or budget range) for this campaign?

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Are there any budget restrictions or funding deadlines we should know about?

7. Previous Marketing Efforts

Have you promoted this program, event or initiative before?

If yes:

- What worked well?
- What did not work as expected?
- Are there any previous campaign insights you'd like us to consider?

8. Additional Information

What else should we know to recommend the best strategy?

Examples may include:

- Recent program changes
- Competitor considerations
- Internal priorities
- Known challenges
- Other context that may influence strategy

What Happens Next?

Thank you for completing the Digital Marketing Discovery Guide. To learn more about our project workflow and what to expect throughout the engagement, please review our [Digital Marketing Partnership Guide](#).