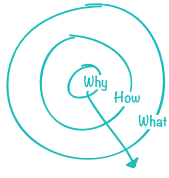


Projectteam introduction
Who are you and what is your role in the project?

Getting acquainted
Process & project



WHY



HOW



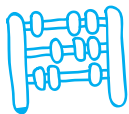
WHAT



CORE VALUES



STRENGTH / WEAKNESS



FACTS



TARGET GROUPS



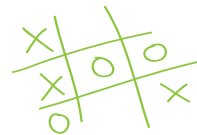
BUYING PROCESS



UNIQUE BUYING REASONS



TRENDS



COMPETITION



UTILIZATION OF EXISTING MEANS OF COMMUNICATION



STATISTICS

ORGANISATION

+

MARKET

+

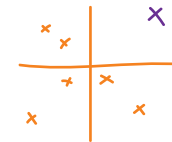
CURRENT SITUATION

=

STRATEGIC OPTIONS



STRATEGIC ONLINE GOALS



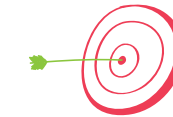
POSITIONING



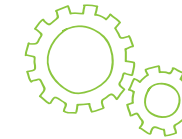
KPI'S



MEANS OF COMMUNICATION



CONVERSION GOALS



FUNCTIONALITY



CONTENT



TOPTASK



AVAILABLE TIME



AVAILABLE KNOWLEDGE



AVAILABLE BUDGET



SCHEDULE

