

Where Norwich.edu

PROJECT

DATE

Why?

Why is this important?
Why should it exist?
Why would your audience care?

How?

How does it fit with NU goals?
How is yours different from others?
How do you measure success?

What?

What are the ingredients?
What do you want visitors to do?
What is the #1 takeaway message?

Who?

Who is your audience?
Who is to vet and sign-off?
Who is to sustain page/s?

When?

When will we have all ingredients?
When is first proof/preview due?
When is launch date?

Where?

Where to expand engagement?
Is there a trending #hashtag?
Where on your social media to share?