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PROJECT STRATEGY MAP

KEYWORDS *Not just Intuition, competitive research based on search volume.
Which keywords and geographies are must use or competitive opportunity.*

GEOGRAPHY *Nationwide, Regional, Local*

BUSINESS DESCRIPTION *Who, What, Where, and Why of your business.*



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PRODUCTS/SERVICES OFFERED *What are we selling and why?*

LOCAL COMPETITION *Who should we be watching to determine whether we are being competitive?*

GOALS *Who, What, Where, and Why of your business.*

GOAL MEASUREMENT *How will efforts be measured?*

SOCIAL BOOKMARKING SITES *Where will you or are you engaged currently and Why?*

SOCIAL MEDIA MAP *Who are we engaging with? Who is your ideal customer?*



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EDITORIAL CALENDAR *When will content be posted?*

EDITORIAL SCHEDULE *What are we writing about, When and Why.*

SITE MAP *Site Layout, Navigation and User Experience*