

Project \_\_\_\_\_

Date \_\_\_\_\_

Client \_\_\_\_\_

Agency \_\_\_\_\_

Author \_\_\_\_\_

Goals & Objectives


Target & Strategy

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Features & Functions

Primary	Secondary	Tertiary

Display/  
Banners

SEO/SEM

Email

Website

Microsite/  
Landing  
Page

Community/  
Social

Mobile

Video/  
Channel

Eval/  
Information

Blog

Contest/  
Game

Affiliate