KICK-OFF MEETING

Follow the arrows as we work together through the steps in this project. Please prepare for this meeting by having all your requested access details on-hand. Please allow 60-90 minutes for the kick-off meeting.

Project Flow Colour Key:



Your Involvement



Toby Creative actions



Introduction of involved stake holders.



Determination of responsibilities and communication process.



Collection of all website access details (FTP, CMS, Domain, SSL)



Collection of all contact details.



Collection of all social media access details and confirm all channel account URLs.





Collection of all design assets (logos, graphics, style-guide)



Request to create link building email address under client's company email (require login access).



Request to access/add Toby Creative as an admin to (Google Analytics, AdWords, Google Search Console, Google My Business, Facebook Business Manager, Bing Places, Bing Webmaster Tools FourSquare, Yelp)



Discussion on industry vertical, determine key competitors (3), select targeting keywords.



Project discussion, process flow, and sequence of actions.



Determination and agreement of project timeline.



Discussion on website flow, GA goals and event tracking (determine ROI for calculations).





Confirmation on payment cycles and process.



Collection of any required briefs for (copywriting, photography, videography, audio recording, radio/tv ads, design).



TOBY CREATIVE BRANDING & MARKETING





Branding, Design, Strategic Marketing Websites, eCommerce, Search Marketing, SEO, Pay-Per-Click, PPC, Social Media, SMM, Copywriting, Print, TV, Radio, PR



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