

NewsDigits



Digital Strategy Questionnaire

Note: Answer each question for each platform where you have a digital presence (website, mobile, PDF edition, social media page, email newsletter etc.)

1. How often at best can you reasonably expect to interact with your audience?
 - Daily
 - Weekly
 - Monthly
2. What is the size and composition* of your average (*insert answer from #1: daily, weekly or monthly*) audience?
3. What is the size and composition* of your desired (*insert answer from #1: daily, weekly or monthly*) audience?
4. What is the best, most original and useful content that you offer?
5. How does that content (*from answer #4*) provide value to your users or visitors?

* Composition: This brief verbal description of regular, intentional users or visitors will vary widely from one company to another. It can refer to geography, language, or news or commercial interests. Examples: U.S.-based owners of vacation rental properties anywhere in the world; people who own a drone or aspire to buy one; English-speaking adults whose concerns about climate change affect their spending decisions.