



1.0 PROJECT OVERVIEW

For our team to get a firm grasp of your project, we must first understand your goals and requirements. By providing **detailed answers** to these questions you will help us better understand your needs and allow us to develop a formal proposal including timeline and cost.

1. Company and Project Information

- a. What is your overall corporate mission?
- b. What services do you require?
(Details of your needed services to be provided in Section 2)
- c. What is your projected launch date and / or timeline for each portion of the project?

2. Budget:

It is important for Jivaldi to obtain your budget for this project so that we may present the most effective solution given any confines of your budget. By providing your allocated investment for this project we can also save time - determine right away if this project is an appropriate match for Jivaldi considering the services we offer, available bandwidth and skill sets.

- a. Please provide either a budget or threshold (*not to exceed limit*) for the project and how this should be distributed to different portions of the project.

2.0 SERVICES REQUIRED

Jivaldi provides various services to support your marketing initiative. Please indicate below which services you are seeking and include as much detail about each piece as possible. It is extremely important that you provide a detailed overview for your project if you do not already have an official RFP. For instance, 'We'd like a cool website, with not too many pages and some video' is **NOT** a detailed description. When in doubt, provide more information. It will help you, us, and any other agency you are considering for hire.

1. Identity Design / Branding

- a. Intent & goals of project
 - b. Project Details
 - c. Please provide examples of identity design and branding that you like and why you like them.
-

2. Website / Micro-sites / Landing Pages

- a. Intent and goals of project
 - b. Project Details: Please provide the number of sections, pages, tools/functionalities, that you desire in the website. Please provide specific requests such as content management, forms, forums, chat rooms, Intranet, e-commerce, audio, effects (motion & sound), 3D modeling/animation, video production and any other items you are seeking. Be sure to include details about each portion of the website or application(s) contained within.
 - c. Please provide examples of websites, applications or designs that you like and why you like them.
-

3. Application / Software Development

- a. Intent and goals of project
 - b. Project details:
-

4. Direct Mail

- a. Intent & goals of project
 - b. Project Details
-

5. Print, Direct Mail, Marketing Collateral and Packaging Design

- a. Intent & goals of project
- b. If your company is looking for a design of: brochures, case studies, marketing collateral, please provide the specific items that you are looking to have designed.
- c. If the project involves packaging design, please provide a description of the product, size, weight and details that correspond with the packaging of this product.

6. Video Production:

- a. Intent & goals of project
 - b. Please let us know if you are looking for Video Production for either the web or TV. Please list specifically what you are looking for, the length of the piece, technical requirements, how many actors will be involved, the corresponding budget you have and whether you have your own production team or would require a studio for this project.
-

7. Search Engine Optimization / Search Engine Marketing

- a. Please list the services (ie. SEO, Link Building, Press Releases, Articles..etc) that you are considering and the key phrases you are going after, information about your competition, and what kind of monthly budget you have allocated for SEO services.
-

8. Email Marketing

- a. Intent & goals of project
 - b. What is the size of your database and how many emails do you plan on sending out per month?
 - c. Are you looking for an agency to design, manage, and operate your program for you or are you looking for software where you can manage the program yourself?
-

9. Hosting

- a. Are you looking for a web hosting package or are you happy with your current hosting provider?
 - b. If you are looking to stay with your host, please provide details on the hosting environment. (i.e. does the host support PHP, ColdFusion, ASP, ASP.net...etc?)
-

10. Additional Comments/Needs:

- a. Please provide us with any additional thoughts, additional services needed, ideas or concerns that may not have been covered above.