

# 4As Needs Analysis

## Digital Discoveries

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Don't be too focused on digital—use the 4As Needs Analysis to discover the biggest and best opportunities.

A digital needs analysis is too limiting. Agree on an Assignment during your needs analysis and then make important digital discoveries during the Analysis phase.

### **Make your digital discoveries with questions like these:**

1. What is the goal of your website? What do you want people to do once they get there?
2. Is there a section of your website you wish more people would visit?
3. How are users currently finding your website?
4. Does someone measure traffic and activity on your site? Does that activity match the goals and purpose for your site?
5. Have you participated in group buying or discount offer programs? If so, did they accomplish the goals you had in mind?
6. How relevant do you find Social Media in attracting new customers?
7. Tell me about your strategy to attract the 85% of the local consumers who are searching for local products and services online?
8. What are some examples of how your traditional advertising works in sync with your digital, social, mobile and search?
9. Are there different people involved in placing your various media?
  - a. Traditional
  - b. Digital
  - c. Social
  - d. Mobile
10. How do you measure the success of your campaigns?