

# 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? Why aren't they visiting now?
3. How are users currently finding your website? How do potential and existing customers use your website along their path to purchase?
4. Does someone measure traffic and activity on your site? Does that activity match the goals and purpose for your site?
5. How relevant do you find Social Media in attracting new customers?
6. Are you more concerned with attracting new potential customers or actively engaging your existing fans/followers through social media?
7. What are some examples of how your traditional advertising works in sync with your digital, social, mobile and search?
8. Are there different people involved in placing your various media?
  - a. Traditional
  - b. Digital
  - c. Social
  - d. Mobile
9. What type of results do you need to see in the next three to six months in order for us to continue to do business together? How will we measure that?