* What is the business goal and justification behind this project?
* What objectives does VecnaCares have for this digital marketing strategy? (bring more customers, increase brand awareness...)
* What would be your definition of project success? Are you looking for any specific deliverables?
* What are the current technologies used in the organization for digital marketing?
* How much of the budget is set aside for contingency reserve?
* Have you conducted a project like this in the past?
* What might get in the way of this project?
* How many people do you hope the marketing plan to reach each month and in total?
* What are all your current digital assets? (Website, social media, etc.) and what is your current online presence and digital marketing strategy, if any?
* What type of communication and involvement would you like to have? Can you join in the biweekly meeting during the project? Can you list the available time for the team to schedule the fixed biweekly meeting date?