**VecnaCares Digital Marketing Plan**

**Scope Statement**

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| **Version History** | | |
| **Version** | **Date (MM/DD/YYYY)** | **Comments** |
| 1 | 1/28/2022 | The first version of the scope statement after gathering requirements on weeks one and two |
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| **Section 1 – General Information** | |
| **Project Sponsor(s)** | Paul Amendola |
| **Primary Department / Business Unit** | Sales & Marketing |
| **Other Department(s) / Business Unit(s)** | Patient Solutions Software, Product Development |
| **Target Completion Date** | March 29th, 2022 |
| **Business Process Owner** | Capstone Team (Jason, Yonghong, Yaqiong, Rui, Cristina) |

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| **Section 2 – Executive Summary** |
| **Project Description and Product Characteristics**  This project entails the creation of a digital marketing plan for VecnaCares. This plan should include a marketing research, analysis, and stakeholder communications project plan  It should also include the identification of 5 potential target audiences for VecnaCares to target using the identified marketing plan. |
| **Project Purpose / Justification**  Using the results of this digital marketing project, VenaCare's purpose is to gain more customers and to increase brand awareness for VecnaCares |
| **Project Objectives and Related Success Criteria**   * The project includes a marketing research plan * The project delivers a marketing analysis plan * The project delivers a stakeholder communication plan * The project provides five different target audiences * The project provides recommendations of channels/tools/strategies to target them |

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| **Section 3 – Project Dependencies, Assumptions, & Constraints** |
| **External Dependencies**   * Client approval of the marketing plan. * The degree to which customers are responsive to the marketing plan. * The limitations of the level of digital technology. * Customer acceptance of digital tools. * Whether customers are willing to share their personal information. |
| **Assumptions**   * The project is currently under development and can be tested and accepted by May. * All the team members can regularly work on the project. * We already have an official account for all the popular social media. * We already have a website and some other digital channels available for use |
| **Constraints**   * $50,000 project research & planning development budget * No contingency reserve unless specifically approved by the sponsor * The marketing project plan needs to be completed by April 15, 2022. * The scope of this project is a complete marketing plan. |

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| **Section 4 – Project Scope (Yonghong & Annie)** |
| **Project Includes (list deliverables)**   1. **Project Management**  * Team charter * Scope Statement * Requirements management plan * Stakeholder register * Communication plan * Human resource plan * Quality management plan * Project closure plan  1. **Market research & analysis**  * The Vision, mission (value proposition) * Market research * Market Benchmark and SWOT analysis * Product & Service analysis  1. **Target segments analysis**  * Customer analysis * Customer needs research * Market competitive analysis * Customer segment identification * Customer personas  1. **Marketing channels analysis**  * Channel analysis * Channel identification   **5. Implementation Plan**   * Content creation * Content distribution plan  1. **Marketing assessment plan**  * KPIs identification * KPIs evaluation      1. **Project Closure**  * Lessons Learned * Project Acceptance |
| **Project Does Not Include**   * Normal service of the platform * Training on the platforms/channels * Maintenance of the platforms/channels * Customer service * Registration system (not sure, need to confirm with the sponsor * Customer relationship management (not sure, need to confirm with the sponsor) * Hiring staff * Translation from English to other languages * Printing brochures * Development of medical record platform * Advancement of the medical record platform |

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| **Section 5 – Project Scope Statement Approval** | | | |
| My signature below indicates an understanding of the purpose and content of this document. By signing this document, I have reviewed the information contained in it and agree to it as the formal Project Scope Statement. | | | |
| **Name** | **Role** | **Signature** | **Date**  **(MM/DD/YYYY)** |
| Professor Tim | Approver |  |  |
| Paul Amendola | Sponsor |  |  |
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