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DEMAND METRIC

# WEBSITE REDESIGN

Playbook & Toolkit



Follow this simple step-by-step playbook to complete a **website redesign** that supports your **company's values and vision**.

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# WEBSITE REDESIGN Framework

**Leverage the framework below** to quickly empower your organization's website redesign strategy.



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**Click the buttons** below to access all related training, tools, templates, and other resources.



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## What Is the Purpose of This Playbook?

The overall goals of a website redesign project can vary from one business to the next. However, a website redesign can serve any (or all) of the following purposes:

- It can support the corporate marketing strategy
- It can be part of the marketing communication plan
- It can be part of your individual product marketing plans

This playbook will help you conduct a website redesign that is aligned with your corporate values & vision, happens quickly & efficiently, meets or exceeds your expectations, impresses your colleagues & customers and is optimized for the goals you set.

### Corporate Marketing Strategy

Product A  
Marketing Plan

Product B  
Marketing Plan

### Marketing Communications Plan

## How to Use This Playbook

This playbook consists of six stages, each with a description, steps, and action items. Action items include using our premium tools and templates. Our intention with this playbook is to help you:



**Identify** your website requirements and exploit new opportunities



**Support** your website developer during the redesign project and stay organized



**Achieve** your website goals and objectives

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## Outputs from This Playbook



### Stage 1 - Set Goals & Timelines

Project Charter, Strategy Scorecard, Website Roadmap



### Stage 2 - Analyze Your Needs

Assessment, Content Audit, Survey, Competitive Analysis, GAP Analysis



### Stage 3 - Design Your Website

Requirements, Priority Index, Feature Release, Budget, RFP, Creative Brief



### Stage 4 - Prepare For Launch

Page Mapping, SEO, Social, Content, Online Ads



### Stage 5 - Launch Your New Site

Governance Document, Policies, Launch Checklist, Reporting Tool, Dashboard



### Stage 6 - Refine Your Efforts

Reporting, User Survey, Roadmap, Dashboard



# WEBSITE REDESIGN

## STAGE 1

# Set Goals & Timelines

The hardest part of any project is getting started. This Stage can be used as a starting point and will make it easier for you to get the ball rolling.

**During this Stage, you will lay a solid foundation for your website redesign project by conducting the following exercises:**



**STEP 1:** Build a Project Charter

**STEP 2:** Outline Goal and Objectives

**STEP 3:** Create a Project Roadmap



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## STEP 1

## Build a Project Charter



## Action Item

Use our **Website Project Charter Template** to organize your thoughts and gain buy-in and approval to move forward with your website redesign project.



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What do you need to know about the website project charter?

- **Critical Success Factor:** Ownership. This document clearly identifies the Project Manager, who should lead the effort to create the Website Project Charter.
- The output of this step is a comprehensive document that will facilitate the go/kill website redesign decision.
- Our **Business Case Template** is another great resource for helping to secure buy-in & get approval.

## STEP 2

## Outline Goal and Objectives



## Action Item

Use our **Website Program Strategy Scorecard** to outline your high-level goals, objectives, KPIs and target timeframes for your website redesign project over the next 12–18 months.



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Use the scorecard to document your high level business objectives for the new website. A few examples include:

- Increase Visibility Online
- Improve Customer Web Experience
- Optimize Web Content
- Create New Lead Generation Channel

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## STEP 3

### Create a Project Roadmap



Action Item

Use our **Website Roadmap Template** (Web Development Schedule tab) to organize and plan the deliverables, milestones, due dates, owners, and approvers for each phase of development.

Project	Requirement	Feature	Priority Level	Release Date
October	Online Order Tracking	Customer Self Service Portal	Low	10/30/19
October	Customized Interface	Rule Based User Interface	Low	
November	Certification	Certified Shipping Cart		
November	Facilitate Social Sharing	Social Widgets		
Web Ltd	Marketing Leads & Prospects	Marketing Automation System Integration		
Web Ltd	Real Time Customer Service	Live Chat		

What phases might be included in a website redesign project?

- Planning
- Design
- Development
- Pre-Launch Prep
- Launch
- Training
- Refinement



# WEBSITE REDESIGN

## STAGE 2

# Analyze Your Needs

Now that you have a good understanding of **who** is involved in the redesign project, **what** your key objectives are and **how** long it will take to get there, this Stage in the website redesign project involves conducting a detailed internal & external analysis of your situation so that you can document your requirements in Stage 3.

**During this stage, you will conduct the following exercises:**



- STEP 1:** Audit Your Current Situation
- STEP 2:** Understand Your Audience
- STEP 3:** Review Your Competitors' Websites
- STEP 4:** Research Technology
- STEP 5:** Conduct a Gap Analysis



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## STEP 1

## Audit Your Current Situation



## Action Item

Use the **Website Program Maturity Assessment** to evaluate your organization's website program maturity. You'll be able to benchmark your current situation and show measurable improvement over time.

Website Program Success Drivers	Current Score	Best Score	Weight
Strategy, Process & Skills	2.4	2.5	25%
Clear Communication	1.5	2.5	15%
User Friendliness & Easy Navigation	2.5	2.7	15%
Search Engine Optimization	3.0	3.5	15%
Mobile Device Responsiveness & Conversion	1.5	2.5	15%
Landing Pages & Lead Generation	1.5	3.5	20%
Content	2.4	2.9	10%
Analytics	2.4	2.9	10%
Website Program Benchmark (out of 100)	45	55	100%

[VIEW RESOURCE](#)

Areas of evaluation include:

- Strategy, Process & Skills
- Clear Communication
- User Friendliness & Easy Navigation
- Search Engine Optimization
- Social Media
- Landing Pages
- Lead Conversion
- Content
- Analytics

## STEP 2

## Understand Your Audience



## Action Item

Use the **Website Usage Survey Template** to get a better understanding of the way that your customers, employees, prospects and contractors interact with your website.

[VIEW RESOURCE](#)

The goal of conducting this survey is to help you understand and monitor habits, interests, and participation across your web properties.

Be sure to encourage constructive feedback that you can incorporate into your website strategy. Also, if you're using Google Analytics be sure to review your key metrics.



**Helpful Hint** – Be sure to add any important insight to your **Customer Profile** and **Buyer Persona** templates.

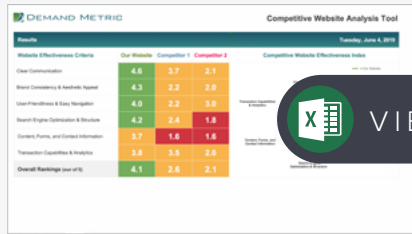
## STEP 3

## Review Your Competitors' Websites



## Action Item

Use the **Competitive Website Analysis Tool** to conduct an objective apples-to-apples comparison of your website and your top two competitors based on best practices.



This template will help you:

- Identify strengths & weaknesses in your competitors' websites
- Generate new ideas and/or requirements for your redesign

The results of this analysis can also be used to support the business case for a website improvement project. Once you have completed the project, you can use this tool to demonstrate a measurable and quantifiable improvement.

## STEP 4

## Research Technology



## Action Item

Use the following Demand Metric resources to assess your wants and needs:

Technology	Considerations	Resources
Systems	CMS? CRM? Security? ecommerce?	Drupal, Wordpress, Salesforce, Etc.
Analytics	Free? Paid?	Google Analytics, Omniture
Social Media	Blogs? Communities? Networks? Etc.	<b><u>Social Media Playbook</u></b>
Demand Generation	Lead Nurturing? Marketing Automation?	<b><u>Demand Generation Playbook</u></b>
Mobile	End Users? Cost/Benefit?	<b><u>Mobile Marketing Playbook</u></b>

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## STEP 5

### Conduct a Gap Analysis



Action Item

Use our **Website Gap Analysis Template** to identify, analyze and resolve gaps for each competency area (People, Process, Technology).

Website GAP Analysis Template					
People					
GAP	Target Item	Current State	Goal State	Timeline	Action Items
1	Strategy	Ad hoc prioritization	Quarterly Executive	Q1 2018	Develop
2	Roles	Unclear	Clearly Defined Roles	Q1 2018	Define
3	Governance	Minimal oversight	Steering Committee	Q2 2018	Establish
4	Buy-In	Lack Executive Support	Champion Approved	Q1 2018	Engage
5	Training	No Program in Place	Training Program	Q1 2018	Develop
6					
7					
8					
9					
10					

 VIEW RESOURCE 

This exercise will help you to identify goals and action items. You will need to identify the following for each target item:

- Current State
- Goal State
- Timeline
- Action Items

The results of this analysis will lay the foundation of your website redesign project.



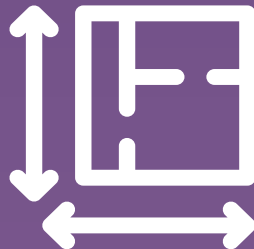
# WEBSITE REDESIGN

## STAGE 3

# Design Your Website

The goal of this Stage is to help you design the website of your dreams. Follow the steps provided to prioritize your requirements, document your design specs and select the right website design firm for the job.

**During this stage, you will conduct the following exercises:**



**STEP 1:** Determine Your Requirements

**STEP 2:** Prioritize Your Requirements

**STEP 3:** Create a Feature Release Schedule

**STEP 4:** Build a Wireframe

**STEP 5:** Map Your Process

**STEP 6:** Determine Your Website Budget

**STEP 7:** Prepare an RFP for Web Design

**STEP 8:** Select the Right Website Design Firm

**STEP 9:** Draft a Creative Brief



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## STEP 1

### Determine Your Requirements



#### Action Item

Use our **Website Requirements Document** to help you document business requirements for your website.



The results from this exercise will be prioritized using our web requirements priority index.

Determine requirements for each of the following stakeholders:

- Executive Management
- Marketing Department
- Sales Department
- Customer Service
- Product Development
- Operations Department
- Finance Department
- Human Resources

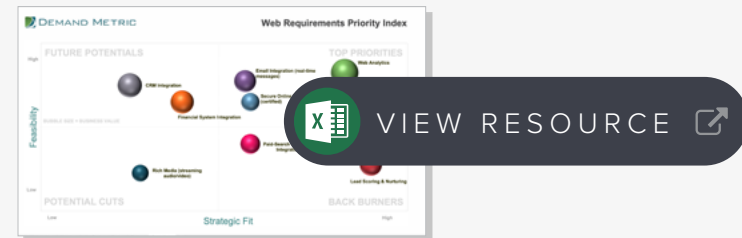
## STEP 2

### Prioritize Your Requirements



#### Action Item

Use our **Website Requirements Priority Index** to conduct a structured evaluation of the website requirements that you obtained when completing the website requirements document.



It's important to customize this template according to your needs. In order to do so, you need to review the ranking criteria and ensure that it aligns with your business priorities.

The default sections are:

- Strategic Fit
- Business Value
- Feasibility

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## STEP 3

### Create a Feature Release Schedule



Action Item

Use our **Website Roadmap Template** (Agile Release Schedule tab) to document requirements, priority level and release dates of planned features on a project-by-project basis.

Project	Requirement	Feature	Priority Level	Release Date
October	Online Order Tracking	Customer Self Service Portal	Low	10/30/20 </td
October	Customized Interface	Role Based User Interface	Low	10/30/20
November	Certification	Certified Shipping Cart	Low	11/30/20
November	Feedback Social Sharing	Social Widgets	Low	11/30/20
Web Ltd	Feature Leads & Prospects	Marketing Automation System Integration	Low	12/30/20
Web Ltd	Real Time Customer Service	Live Chat	Low	12/30/20

 VIEW RESOURCE 

Are future releases of a website absolutely required?

- Most websites go through a natural evolution designed to provide new features and to stimulate engagement
- The Agile Release Schedule was designed to help you keep track of both hard and soft requirements
- If you don't plan to update your website, simply skip this step

## STEP 4

### Build a Wireframe



Action Item

Create a basic illustration of the structure and components of your web page. Use the **Ultimate Guide to Website Wireframing** to get started.



 VIEW WEBSITE 

What's the difference between a wireframe, mock-up & prototype?

- **Wireframes** are generally the first step in the process.
- **Mock-ups** focus on the visual design elements of the site. These are often very close or identical to the actual final site design.
- **Prototypes** are semi-functional webpage layouts that serve to give a higher-fidelity preview of the actual site being built. This stage precedes programming the business logic of the site.

During this Step, you need to consider **navigation & content**.

## STEP 5

## Map Your Process



## Action Item

Map your process based on your objectives. If one of your objectives is lead generation, use our **Lead Acquisition Model** to outline and communicate your lead gen & nurturing process.



This is a great time to consider the use of landing pages. Landing pages are a good option for gated content because:

- they allow you to capture your prospects' information
- they encourage social sharing
- they provide the opportunity for prospects to “opt-in” to future communications from you.



**Helpful Hint** – If you don't already have a marketing platform, get approval with our **Marketing Automation Business Case**.

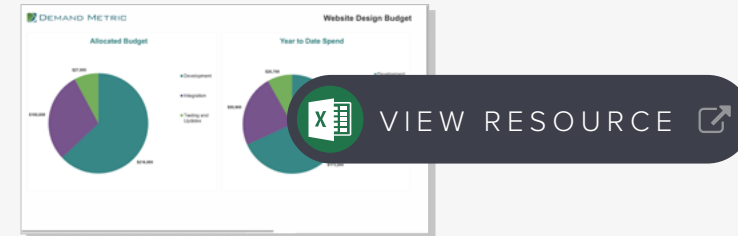
## STEP 6

## Determine Your Website Budget



## Action Item

Use our **Website Design Budget Template** to help you document the costs associated with your website redesign project.



Your Website Design Budget might include items like:

- **Development:** CMS, Graphic Design, Flash, Photography, Coding, Domain Name Registration, Images, Royalties, etc.
- **Integration:** Demand Generation, CRM System, Online Ads, Analytics, Hosting, etc.
- **Testing & Updates:** SEO Consulting, Training, Live Testing, Maintenance, etc.



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## STEP 7

### Prepare an RFP for Web Design



Action Item

Use our **Website Design RFP Template** to create a request for proposal (RFP) for website design services.



Key sections include:

- Company Information
- Statement of Work
- Proposal Submission Procedure
- Scope of Work & Business Requirements
- Vendor Information
- Estimated Budget & Resources Required

## STEP 8

### Select the Right Website Design Firm



Action Item

Use our **Website Vendor Selection Tool** to assess, score and compare website vendors during the selection process.



Areas of evaluation include:

- Experience, Skill-Set & Approach
- Site Architecture, Technology & Design
- Pricing, Deployment & Training
- Referrals & Sample Sites

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## STEP 9

### Draft a Creative Brief



#### Action Item

Now that you have selected the right website design firm, use our **Creative Brief Template** to communicate the strategic direction for creative development.



Sections of this document include:

- Background
- Corporate Facts
- Overall Assignment
- Facts & Benefits
- Overview & Situation
- Customer Profile
- Awareness Levels
- Key Messaging
- Measurement
- Execution
- Timelines
- Budget & Resources



**Helpful Hint** – From this point forward, your web firm will own the process and you will focus on preparing for the launch.

# WEBSITE REDESIGN

## STAGE 4

# Prepare For Launch

Don't just sit back while the website design firm that you selected builds your website. Use this time wisely to prepare for the upcoming website launch.

**During this stage, you will complete the following exercises:**



**STEP 1:** Map Your Existing Pages

**STEP 2:** Create Content for New Pages

**STEP 3:** Create an SEO Strategy

**STEP 4:** Create a Social Media Strategy

**STEP 5:** Create a Content Marketing Strategy

**STEP 6:** Create an Online Advertising Strategy

**STEP 7:** Build Landing Pages

**STEP 8:** Integrate Technology



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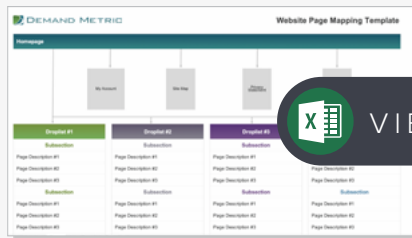
## STEP 1

## Map Your Existing Pages



## Action Item

Use our **Website Page Map Template** to create a diagram of your website and identify “Indexed Pages” and “New Pages” in the space provided.



Next, send the completed document to your website developer so that he/she can ensure a smooth transition to the new site.

Important terminology:

- Site Map – a sitemap is a list of pages of a website accessible to crawlers or users.
- Redirects – URL redirection is a World Wide Web technique for making a web page available under more than one URL address.

The goal here is to identify where pages should be redirected to.

## STEP 2

## Create Content for New Pages



## Action Item

Now that you know where your existing web pages will be redirected, it's time to start creating content for your new website. Use our **Content Marketing Contributors Database** to keep track of your content contributors.

Name	Email	Phone	Website
John Doe	john.doe@company.com	(555) 123-4567	http://www.company.com
Jane Smith	jane.smith@company.com	(555) 234-5678	http://www.company.com
Mike Johnson	mike.johnson@company.com	(555) 345-6789	http://www.company.com
Sarah Lee	sarah.lee@company.com	(555) 456-7890	http://www.company.com
David Kim	david.kim@company.com	(555) 567-8901	http://www.company.com

Your goal is to fill in the gaps with content that includes:

- Copy for new pages
- Copy for redirected pages
- Graphics (images, diagrams, pictures, etc.)
- Videos (orientation, demo, etc.)
- Other (about us, resources, product info, etc.)

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## STEP 3

### Create an SEO Strategy



Action Item

Use the **SEO Maturity Assessment** to help you measure your organization's search engine optimization maturity, and our **SEO Keyword Database** to gather information on the keywords that you are targeting.

Category	Current Score	Goal Score
Strategy, Buy-in, & Skills	2.8	3.3
Process Definition, Automation, & Systems	2.8	3.3
Keyword Management	1.5	2.0
Results Reporting & Metrics	3.5	4.0
SEO Maturity Index	2.7	3.2

VIEW RESOURCE

A few important things to consider when it comes to SEO include:

- Keywords
- Link Building (directories, guest posts, content, etc.)
- On Page (Title Tags, Meta Tags, Heading Tags, Image Tags, Alt Tags)

## STEP 4

### Create a Social Media Strategy



Action Item

Use our **Social Media Marketing Plan** to create a results-oriented social media marketing program that supports the objectives of your website redesign project.



VIEW RESOURCE

It's important that your site is easy to find. However, it's critical that your site can be shared easily. If you haven't already done so, review our Social Media Marketing Plan to learn more about how you can encourage social sharing.

If you're in a pinch for time, you can start by adding social widgets to your website, blog and landing pages.



**Helpful Hint** – Blogs are great for SEO. If you don't already have a blog, you should definitely consider starting one!

## STEP 5

## Create a Content Marketing Strategy

**Action Item**

Use our **Content Marketing Plan** to create a results-oriented content marketing program that supports the objectives of your website redesign project.



VIEW RESOURCE

There are many different types of content and you don't have to use all of them. The following is a list of content types that are popular among marketers today:

- Videos
- Infographics
- eBooks
- Articles
- How-To Guides
- Case Studies
- ROI Calculators
- Pricing Guides
- Press Releases
- Webinars
- Newsletters
- White Papers

## STEP 6

## Create an Online Advertising Strategy

**Action Item**

Use our **Online Advertising Plan Template** to outline key information about the ads that you will be running. This should include keywords and ad copy for the different ads that you are testing.



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A few important things to consider when it comes to online ads include:

- Outline your goals
- Understand ads from your audience's perspective
- Have a clear call to action
- Test different ads
- Measure your results
- Don't forget to retarget your ads

## STEP 7

### Build Landing Pages



#### Action Item

Use our **Lead Generation Playbook** to get a better understanding of how you can start using landing pages to generate high quality leads for your sales team.



A few important things to consider when it comes to landing pages:

- Keep it short – don't add too much text
- Keep it simple – provide a brief description and a bulleted list
- Keep it clear – the offer should be easy to understand and valuable
- Keep it consistent – remove the navigation bar and add a lead form

## STEP 8

### Integrate Technology



#### Action Item

By now, you will have selected the systems and technology required to achieve your objectives. This step involves setting up and testing the integrations to ensure that all systems are working properly when your new website is launched.

If you have decided to integrate new technology, such as marketing automation, you might want to consider asking an objective 3rd party for advice on process, best practices and/or how to get the most out of your new investment.

# WEBSITE REDESIGN

## STAGE 5

# Launch Your New Site

By now, the website design firm that you selected should be finished building your new website and should be adequately prepared for the website launch after completing the action steps outlined in **Stage 4**.

**During this stage, you will conduct the following exercises:**



**STEP 1:** Formalize the Governance Structure

**STEP 2:** Review Policies & Guidelines

**STEP 3:** Execute the Launch Checklist

**STEP 4:** Market Your Website

**STEP 5:** Measure the Results



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## STEP 1

## Formalize the Governance Structure

*Action Item*

Use our **Website Governance Document** to create a website governance document that will help you govern your corporate website.



At the highest level, this Microsoft Word document is intended to address the following:

- Governance Goals
- Governance Structure
- Governance Process
- Website Roles & Responsibilities
- Implementation Timeline
- Website Training
- Website Funding Model
- Website Metrics
- Continuous Improvement

## STEP 2

## Review Policies &amp; Guidelines

*Action Item*

Be sure to update the policies and guidelines on your website. If you don't currently have policies and guidelines in place, use our policy templates as a starting point.



Demand Metric has the following templates available:

- **Privacy Policy Template**
- **Terms of Use Policy Template**
- **Blog Policy Template**
- **Social Media Policy & Guidelines Template**

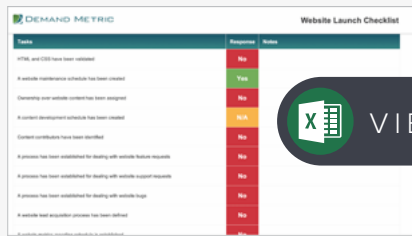
## STEP 3

## Execute the Launch Checklist



## Action Item

Use our **Website Launch Checklist** to help ensure that nothing is overlooked when you test and launch your new website.



We have identified over 30 tasks that should be completed before launching your new website.

That being said, we realize that every website redesign is unique so be sure to add and/or remove tasks as required.

## STEP 4

## Market Your Website



## Action Item

Create a plan to market your new website. If you don't already have a marketing communications plan, use our **Marketing Communications Plan** to get started!



Key elements of the Marketing Communications Plan include:

- Strategy & Environment
- Audience
- Objectives
- Messages
- Channels
- Budget & Measurement

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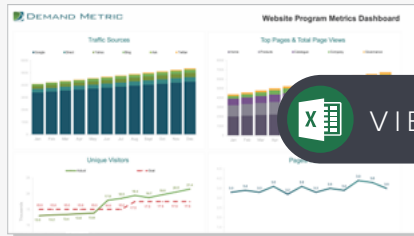
## STEP 5

### Measure the Results



#### Action Item

Use our **Website Program Metrics Dashboard** to define, track, and report on your key website program metrics and key performance indicators (KPIs).



A few possible KPIs include:

- Traffic Sources
- Pages/Visit
- Top Pages
- Bounce Rate
- Unique Visitors
- Time on Site



# WEBSITE REDESIGN

## STAGE 6

# Refine Your Efforts

Despite what you might think, your website redesign project isn't over when you launch your new site. Over the past few years, many companies have deployed a more agile website development process that involves iterative & incremental development, allowing them to add requirements on an ongoing basis..

**During this stage, you will conduct the following exercises:**



**STEP 1:** Report Bugs, Features & Support

**STEP 2:** Solicit User Feedback

**STEP 3:** Evaluate Website Quarterly



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## STEP 1

## Report Bugs, Features &amp; Support



## Action Item

Use our **Website Reporting Template** to keep track of website bugs, website feature requests and website support requests.

Description	Date	Reported By	Approved By	Status	Notes
Write about description item	01-Aug-19	Tam	Smith	Open	
Write about description item	01-Aug-19	Jared	Smith	In Progress	
Write about description item	01-Aug-19	Tam	Smith	Open	
Write about description item	01-Sep-19	Jared	Smith	Open	
Write about description item	01-Sep-19	Jared	Smith	Open	
Write about description item	01-Sep-19	Jared	Smith	Open	



VIEW RESOURCE



A few items to track using this template include:

- Type
- Project
- Assign To
- Stage
- Priority
- Issue
- Status

## STEP 2

## Solicit User Feedback



## Action Item

Use our **Website Usage Survey Template** to capture feedback from your website users. Use the data that you collect to feed your website roadmap and your **website reporting template**.

Website Usage Survey	
<b>Purpose</b>	Use this survey to collect feedback from your website users. The data you collect will be used to inform your website roadmap and your website reporting template.
<b>Instructions</b>	Read the instructions carefully and answer the questions to the best of your ability. Your responses are confidential and will not be shared with anyone else.
<b>Questions</b>	1. How often do you visit our website? (Select one)



VIEW RESOURCE

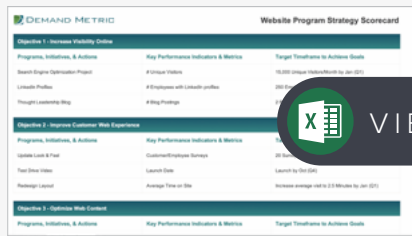


You should consider hosting your survey across a variety of channels at different stages of interaction and at different touch points. For example:

- Website: Customer Satisfaction Survey Pop Up
- Email: Auto-Responder Following Purchase
- Blog: Embedded Survey with Blog Post and Call-To-Action
- LinkedIn Poll: What new features do you want to see?
- Etc.

**STEP 3****Evaluate Website Quarterly****Action Item**

Continue to evaluate your website on a quarterly basis to ensure that you're on track to meet your goals & objectives.



Website Program Strategy Scorecard		
<b>Objective 1: Increase Website Traffic</b>		
Programs, Initiatives, & Actions	Key Performance Indicators & Metrics	Target Timelines to Achieve Goals
Search Engine Optimization Project	# Unique Visitors	10,000 unique visitors/month by Jan 2021
Content Strategy	# Employees with LinkedIn profiles	100% by Jan 2021
Thought Leadership Blog	# Blog Postings	
<b>Objective 2: Improve Customer Web Experience</b>		
Programs, Initiatives, & Actions	Key Performance Indicators & Metrics	Target Timelines to Achieve Goals
Website Look & Feel	Customer/Employee Ratings	20% by Jan 2021
Test Drive Video	Launch Date	Launch by Feb 2021
Redesign Launch	Average Time on Site	Increase average visit to 2:30 minutes by Jan 2021
<b>Objective 3: Optimize Web Content</b>		
Programs, Initiatives, & Actions	Key Performance Indicators & Metrics	Target Timelines to Achieve Goals

**VIEW RESOURCE**

Conduct an audit of your website by reviewing the following tools & templates:

- **Website Program Strategy Scorecard**
- **Website Program Metrics Dashboard**
- **Website Program Maturity Assessment**
- **Website ROI Calculator**

# WEBSITE REDESIGN

## Conclusion



- ✓ **At the end of any business process, it's always a good idea to review it and identify areas for improvement.**
- ✓ **Demand Metric has the tools and expertise to help you conduct an effective website redesign.**
- ✓ **Let us know how we can help! A few popular services that we provide include:**
  - Assistance with using any of the tools referenced in this playbook.
  - Providing hands-on assistance to accelerate achieving your website goals.
  - Personalized systems and infrastructure workshops.

# WEBSITE REDESIGN

## About ANA



The **ANA (Association of National Advertisers)** makes a difference for individuals, brands, and the industry by driving growth, advancing the interests of marketers and promoting and protecting the well-being of the marketing community.

Founded in 1910, the ANA provides leadership that advances marketing excellence and shapes the future of the industry. The ANA's membership includes more than 1,000 companies with 15,000 brands that collectively spend or support more than \$400 billion in marketing and advertising annually. The membership is comprised of more than 750 client-side marketers and 300 associate members, which include leading agencies, law firms, suppliers, consultants, and vendors.

Further enriching the ecosystem is the work of the nonprofit ANA Educational Foundation (AEF), which has the mission of enhancing the understanding of advertising and marketing within the academic and marketing communities.



## WEBSITE REDESIGN

# About Demand Metric



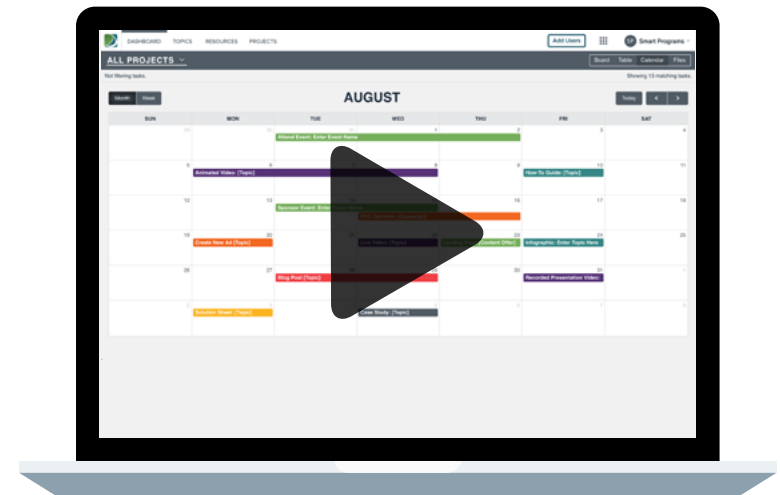
**Demand Metric** helps Marketing teams get stuff done with practical tools, training, and a simple, modern platform for managing work.

Our analysts identify best practices from fast-growing companies and build Playbooks & Toolkits, Guides & Reports, Training Courses, and Project Templates to help you optimize your processes, add structure to your department, and get your team punching above their weight class.

Manage your work visually with our easy-to-use platform, built for small marketing teams by design. See what your team is working on at a glance so you can spend less time managing projects and more time knocking stuff off your list.

Through strategic partnerships with the AMA, ANA, and AIPMM, our 1,000+ time-saving tools & resources have become the industry standard. Don't start from scratch!

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