



Parachute Digital

Guiding you through the digital landscape

Digital Readiness Checklist

The below checklist is not exhaustive, but it covers the key elements an organisation needs to consider when planning a move into the digital space - if you expect online to be a key driver of sales & revenue for your business.

The below Digital Readiness Checklist covers business financials, systems, processes and resources as well as needs and considerations that your customer or supporter might have.

While some organisations may be able to build their online empire organically over time, most successful businesses have done their planning and spent

time laying the groundwork before launching to customers.

Remember, for every hour you spend in the planning and preparing of your digital business, we promise you will save days of wasted effort when it comes to implementation.

5 AREAS OF DIGITAL READINESS

Business requirements

Audience research

Infrastructure, systems & processes

People and resources

Legals

BUSINESS CASE AND REQUIREMENTS

- Have you gathered and documented the business requirements and user needs required for online to be a viable business channel?
- Have you done a thorough competitive analysis of the market place and identified your business niche/ the problem you solve for your customers better than anyone else?
- Have you developed a 5-year fiscal and operational business case that supports the recommendation to grow your business using online channels?

AUDIENCE RESEARCH

- Do you know who your online customers are? Are they the same audience as your existing customers (if an existing business is operating)
 - Have you created online audience persona's to represent your different customer archetypes?
- Do you have an existing customer database that you can utilise?
 - Is it up to date?
 - How many email addresses and mobile phone numbers exist in that database?
 - Have you got permission to contact these customers via email? (Did you get an explicit opt in for communications when you acquired their email address?)
- Have you mapped out and documented the customer or donor journey a user will take when they engage with your business online?

Have you mapped out the customer journey where there are multiple touch points – both online and offline (think how people use mobile devices) and how these experiences go together/ will support one another?

- Have you undergone any audience or user testing of your current site/ new prototype to ensure that you have the customer's real needs properly identified and catered for?

INFRASTRUCTURE, SYSTEMS & PROCESSES

- Has your business identified/ Do you have the digital systems, platforms and processes to fulfill your obligations to the customer?
 - Systems identified and budgeted for (including creative and implementation if required)
 - Are your online/ digital systems and offline customer data sets integrated?
 - Are there workflow processes in place to fulfill customer orders and enquiries?
 - Is the business able to scale up quickly if your digital platforms perform above expectations?
 - What happens if demand is higher than supply?

PEOPLE AND RESOURCES

- Does your team have the knowledge and expertise to be able to manage an online business?
 - Do you have the technical capabilities to integrate and automate your systems and processes?
 - Do you have a dedicated digital marketing resource to engage with customers online and drive traffic and convert sales via your digital platforms?
 - Have you assigned a business owner and dedicated project manager to oversee the implementation of this digital business unit?
 - Do you have writing/content and design/ production skills (or budget) so that your business can be responsive to online opportunities?

- Can your customer service team manage the increase in workload from email/web enquiries?
- Have you got the budget to launch and promote this business online? (Think paid search media budget while organic search rankings take time to grow, budget to drive online sales through affiliate websites etc.)

LEGAL REQUIREMENTS

- Have you set up your online merchant banking account?
 - Is your online payment gateway secure?
- Is your website SPAM compliant?
- Is your website accessible to screen readers for people with disabilities?
- Do you have your legals and site terms and conditions in place?

These are just some of the items you need to make sure are in place and have been considered before your business is ready to go digital in a serious way.

Parachute Digital's "Digital Readiness Program" will guide you through the process to make sure that all your bases are covered and that when you engage with customers online, they will have a good experience and you will be rewarded with more visitors, who come more often and spend more money.

Parachute Digital helps non-profit organisations prepare their business for the digital space.

We can get you ready to acquire and engage supporters online.

Find out more info at
www.ParachuteDigital.com.au/Digital-Ready