Planning – 2020

**Employee** – Nick M

**Project** –Hubbe

**Target** –$2 Million

**Strategy** –S.M.A.R.T (Specific, measurable, achievable, relevant, and time-bound)

**Timeline** – 12 months

Phase - I

**Target Breakdown**:

|  |  |
| --- | --- |
| **Month** | **Funding Target** |
| January | $50,000 |
| February | $50,000 |
| March | $50,000 |
| April | $100,000 |
| May | $300,000 |
| June | $300,000 |
| July | $200,000 |
| August | $100,000 |
| September | $100,000 |
| October | $250,000 |
| November | $250,000 |
| December | $250,000 |
| **Total** | **$20,00,000** |

*\*\*1 big deal each quarter as additional support for funding target*

Phase - II

**Study:**

**Top 6 industries which makes up most of Australia’s GDP –**

* Tourism
* Healthcare
* Media and Entertainment
* Finance
* Mining
* Manufacturing Industry

**Top 10 Industries that we have funded during 2019 –**

* Restaurants
* Builder services
* Manufacturing
* Transportation
* Engineering services
* Medical services
* Financial Services
* Automotive workshops
* Jewelry store
* Cleaning Service

Given the similarities between our most funded and most contributing industry here are the industries that are to be targeted this year –

* Transportation
* Healthcare
* Restaurants
* Builder Services
* Manufacturing

Phase - III

**Deliverability Methods –**

Customer Outreach Via:

* Emails – Major focus for this year would be on EDM campaigns. All the service providers to be revisited new inactive domains to be used, campaigns to be gradually sent starting from consented customers and moving towards cold calling data. This approach will help in minimizing the spam marking rate. Here are the list of service providers to work with during each quarter for best results: GMass, SendIn Blue, Zoho Campaigns & Syrahost
* Calls – Accounts would be prioritized as compared to cold calling during first quarter as there are a lot of customers who are willing to talk before the ending of financial year. Cold calling would be done during peak months like - May while being supported by bulk email campaigning on old accounts and leads with email.
* Digital Marketing Leads – All the leads from this category to be targeted differently only via calling as identification of genuine customers is required before we send any further EDM campaigns on their emails which may also result in decreasing the soft and hard bounce rates

Classification of loan type:

* Equipment Finance – Upon successful conversion of any lead, identification of product type would be initiated which ensures choosing right loan type for the customer in relation to rates and terms to exactly target the business need of the customer. On touching base with recent customers this was identified that customers actually didn’t proceed with their loan application due to high interest rates of unsecured loan where they could have been funded with an equipment finance
* Unsecured Loan – Already funded unsecured loan accounts to be greeted with personalised email jotting down their relation with Hubbe while introducing our other products in an informative manner which would target their other needs like Line of Credit/Secured loans
* Secured / Property Loan – Construction industries to be targeted each quarter to acquire big deals, identification of customers from old accounts while following customer outreach programme introduced in Phase III

Classification of data for Calling:

* Old Accounts – All the accounts to be revisited each quarter
* Email Campaign Leads – All the email campaign leads to touched every month
* Cold Calls – Only 1000 cold calls every month

Data Scrubbing:

Websites like yellopages, searchlocal to be scrubbed to acquire new leads only from the industries that are being targeted this year. Depending upon the size of data cold calling to be adjusted so as to equally target new web leads and existing cold calling leads. Cold calling leads with email would also be targeted by email campaigns specifically from GMass.

Phase – IV

**Improvisation/Fail Safe –**

Volume:

Both the calling and email campaign volume to be maintained steadily to ensure the achievement does not fall below the average delivery for the month. All the above listed activities to be interchanged on the behalf of outcome they produce. Implementation of aggressive email campaigns to be utilized during the peak months.

Phase – IV

**Course Tracking –**

Outcome:

Results to be tracked weekly in order to meet the desired volume. Tracking to be done on the behalf of increment or decrement percentage of the pipeline volume as compared to the week before implementing the strategy for the month. Target vs. Achievement to be analyzed on monthly basis and the strategy to be revised on the behalf of identified achievement% percentage. Failsafe module to be strictly implemented when failing to achieve the targets consecutively for 2 months