

Project Plant Pals Roadmap: [Name]

Last updated: 11/11/2021

Goal #1: Increase online business-to-consumer sales by 20% YoY

Goal #2: Increase holiday sales to existing customers by 8% over last year by December 31, 2021

Our approach is to *Increase online business-to-consumer sales by 20% YoY* through:

- Add inventory to PPP
- Increase annual upsells through marketing new inventory
- Replace online storefront with new friendlier UI

Our approach is to *Increase holiday sales to existing customers by 8% over last year by December 31, 2021* through:

- Add inventory to PPP
- Increasing training around how to nurture current customers
- Increasing the strength of leads coming into the funnel and tightening up your qualifying processes

High-Level Project Overview:

By Q3 2021, Project Plants Pals will launch a new storefront with additional inventory, just in time for the holiday season. The new inventory should be easily bundlable with the PPP existing inventory; facilitating upsells that delight our users. The new site will work for business-to-consumer and business-to-business sales.

	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Key Milestones Owner(s):	Finalize inventory for the holiday season. 28 February 2021	Get sign-off on Go to Market Strategy 1 May 2021	SOFT launch of refreshed online store and holiday inventory with new offerings 1 September 2021 ⇒ PR: Press releases ⇒ Replace online storefront	Full launch of holiday inventory with new offerings 31 October 2021 ⇒ Targeted PR Push ⇒ UX fixes to online store front
Marketing Owner(s):	Complete 2020 Holidays competitor analysis Research new/emerging markets ⇒ Complete product testing -- user feedback surveys for new offerings	Get sign-off on Go to Market Strategy for new offerings + existing inventory (w. Sales) Sign off on inventory photographs and product summaries for website,	Review display ads results and make a Go/No-Go decision Soft/Pre-launch PR Push ⇒ Press release ⇒ Ship mailers and catalogs	Optimize PR strategy for late holiday surge. Targeted PR Push ⇒ Display ads? ⇒ Social media posts

		e-newsletters, mailers, and catalog Refine marketing strategy ⇒ Research paid traffic ⇒ Test display ads strategy	Review CTR from marketing push	⇒ e-Newsletter
Sales Owner(s):	Complete 2021 projections/forecast of holiday sales (units) based on 2020 holidays sales Finalize suggestions for additional offerings/inventory Define measurement protocols (w. Product & Engineering)	Get sign-off on Go to Market Strategy for new offerings + existing inventory (w. Marketing) Sales Rep training: ⇒ How to nurture current customers ⇒ How to evaluate the strength of leads coming into the funnel ⇒ Expanding reps' product knowledge to encourage up-sells/cross-sells Finalize pricing adjustments on all inventory Review Q4 KPIs with CEO	Sales previews/roadshows with Top Tier 2020 customers (Repeat business) ⇒ Close pre-order deals per targets Sales previews/roadshows with Top Tier New Customers ⇒ Build leads per targets	Sales previews/roadshows with Top Tier New Customers ⇒ Close new deals per targets Review KPIs for October, November, December (against actuals) in weekly reviews with CEO
Product & Engineering Owner(s):	Finalize requirements for updates to the online store Define measurement protocols (w. Sales)	Dev complete ⇒ Complete updates to online store to requirements ⇒ Implement measurement protocols (Complete UAT with Sales) Final bug fixes and complete QA testing	Replace online storefront Complete UX Audit ⇒ Review UX bugs ⇒ Propose Recommended Solutions ⇒ Scope to implement changes by 30 October 2021	Complete sign-off and testing for UX changes