

***Objective/Strategy#1:*** To grow the current wholesale business and detail goals, action plans, and budget for the period from June 1, 2013 to May 31, 2014.

***Goal #1:*** Analyze the revenue performance of all 500 current customers and create a three tiered marketing approach.

**Action Plan 1.1.1**

It is recommended that the tiers be formed and a segmented customer spreadsheet list be created as follows:

Tier 1 Wood - Contains the top 50 revenue producing customers

Tier 2 Aluminum – Contains the next 100 revenue producing customers

Tier 3 Vinyl – Contains the remaining 350 customers

Tier 4 Prospects - The action should be completed by June 6.

*Proposed Budget: \$200*

**Action Plan 1.1.2**

The customer database in Mail Chimp will be segmented into the same three tiers with a 4<sup>th</sup> tier for prospects that have not done business by June 10.

*Proposed Budget: \$250*

***Goal #2:*** Outline a multi-touch email communications campaign to customers that extends from initial dealer/designer sign up and continues every two weeks. Start with “we’ve changed...”

**Action Plan 1.2.1:** Create an email message grid with touch points.

Subject line, primary message and secondary message every two weeks that differ in message and frequency based on tier by June 15.

*Proposed Budget: \$200*

**Action Plan 1.2.2:** Create copy for email #1 through #4 for each tier by July 10<sup>th</sup>.

*Proposed Budget: \$1200*

**Action Plan 1.2.3:** Track open rates and offer purchase generated by email each month.

*Proposed Budget: \$1200*

***Goal #3:*** Conduct a Survey of all current customers and prospects in September.

**Action Plan 1.3.1:** Create 6 simple survey questions with one being open-ended in July, 2013.

*Proposed Budget: \$200*