

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 4th 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 10th.

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