**Worldwide Window Fashions Marketing Plan #1 Current Business 6/14/13**

***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

customersthat 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 July10

*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 prospectsin

September*.*

**Action Plan 1.3.1***:* Create 6 simple survey questions with one being

open-ended in July, 2013.

*Proposed Budget*: $200

**Action Plan 1.3.2:** Create an incentive for each customer who completes the

survey with one grand prize winner selected by August 15

Proposed Budget $2000

**Action Plan 1.3.3***:*  Set up and execute the survey responses through

**Mail Chimp** by August 30.

*Proposed Budget*: $300

*Goal #4:* Retain Existing Customers and grow the database with a

*Customer Loyalty Program* and a *Refer a Dealer/Designer Program*

**Action Plan 1.4.1***:* Design and communicate a Customer Loyalty Program

to encourage customers to return in the future by September 30.

*Proposed Budget*: $200

**Action Plan 1.4.2***:*  Design and communicate a Refer a Dealer/Designer

Program that rewards customers with a $50 gift certificate for referring

a colleague who closes a purchase by October 30.

*Proposed Budget*: $300

*Goal #5:* Identify 5 customers from both the wood and aluminum tiers and

2 prospects. Contact those customers and conduct an interview to determine what we can do to increase their business including signage, co-op advertising, door hangers, etc.

**Action Plan 1.5.1***:* Write a phone script and complete all 12 interview calls

by July 30.

*Proposed Budget*: $600

**Action Plan 1.5.2:** Propose an appropriate action plan for each of the

10 customers and 2 prospects by August 30.

*Proposed Budget*: $360

Goal #6: Revise and update the customer price reference guide.

**Action Plan 1.6.1**: Identify new pricing and prioritize sections of the guide

that must be updated by September 1.

*Proposed Budget*: $1,000

**Action Plan 1.6.2**: Complete the update for must replace sections by

November 1 and optional updates by December 1.

*Proposed Budget*: $3,000

Goal #7: Develop a strategy for the production, costs and use on sampling manuels & kits

**Action Plan 1.7.1:** Select the Shade sampling book & kit **(**that is the most outdated and of the most

inferior quality) and develop a distribution plan by September 1.

*Proposed Budget:* $100

***Action Plan 1.*7.2**: Redesign and rewrite the sampling book/kit selected and prepare for

print 500 by September 20. (Total Costs @$50 each will be $30K with $25k for printing

with ½ recovered from book charge)

*Proposed Budget*: $15,000

**Action Plan 1.7.3**Select the Wood sampling book & kit and develop a distribution plan by October 1.

*Proposed Budget:* $100

***Action Plan 1.*7.4**: Redisign and rewrite the wood sampling book/kit selected and prepare for

print 250 by October 20.

*Proposed Budget*: $5,000

**Action Plan 1.7.5**Select the Zebra Shade sampling book & kit and develop a distribution plan by December 1.

*Proposed Budget:* $100

**Action Plan 1.7.6**: Design and write a Zebra Shade sampling book/kit selected and prepare for

print 250 by December 20.

*Proposed Budget*: $5,000

**Action Plan 1.7.7:** Design and write a Rollover Shade sampling book/kit selected and prepare for

print 250 by January 20, 2014.

*Proposed Budget*: $5,000

Goal #8: Revise the design and copy of the current Worldwide website

**Action Plan 1.8.1:** Create a new website design by June 30

*Proposed Budget*: $2,000

**Action Plan 1.8.2:** Writenew copy for the website by June 30

*Proposed Budget*: $1,000

**Action Plan 1.8.3:** Test and launch the new website by July 15

*Proposed Budget*: $500

**…Action Plan 1.8.4:** Develop a proposaland budget for a phase 2 dealer portal on the website

which offers product photos for use by the dealers with consumers by August 1.

*Proposed Budget:* TBD

**Objective/Strategy#2**: Monitor and Implement Marketing Plan action items 6 hrs. Weekly

From June 2013 to February, 2014.

*Proposed Budget:* $11,610 ($1290 mo. @ 9 months)

***Objective/Strategy#3****:* Review marketing plan progress. Updateand expand plan by

March 1, 2014.

*Proposed Budget*: $200

***Objective/Strategy#4****:* Review marketing plan progress. Updateand expand plan by May 31, 2014.

*Proposed Budget*: $200