***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 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 prospectsin

September*.*

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

open-ended in July, 2013.

*Proposed Budget*: $200