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 |
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## 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** |
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| **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, e-newsletters, mailers, and catalog  Refine marketing strategy  ⇒ Research paid traffic  ⇒ Test display ads strategy | **Review display ads results and make a Go/No-Go decision**  **Soft/Pre-launch PR Push**  ⇒ Press release  ⇒ Ship mailers and catalogs  Review CTR from marketing push | **Optimize PR strategy for late holiday surge.**  **Targeted PR Push**  ⇒ Display ads?  ⇒ Social media posts  ⇒ 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-ff and testing for UX changes** |