**Business Plan: Sales Promotion Method - Bundled Membership Plans for Grandhub**

**Objective:** To increase customer base and revenue by offering discounted group memberships that encourage family members to join together and engage with the Grandhub platform.

### 1. Offer Overview

* **Promotion Name:** *Family Bundle: Together, We Grow!*
* **Details:**
  + Add up to 3 family members to a premium membership.
  + Get **20% off** total cost.
  + Full access to all premium features for each member.
  + Centralized billing under one account.

**2. Goals**

* Acquire **400 new bundled memberships** in 6 months.
* **50% increase** in average active users per account.
* **35% growth** in community engagement and platform activity.

**3. Target Audience**

* **Primary:** Existing members with families.
* **Secondary:** New users interested in family plans.

**4. Marketing Channels**

* **Website:**
  + Dedicated Family Bundle page, homepage banners.
* **Social Media:**
  + Platforms: Facebook, Instagram, Twitter.
  + Hashtags: #GrandhubFamilyBundle, #StrongerTogether
  + Content: Family graphics, benefit videos, testimonials.
* **Email:**
  + Targeted campaigns to members and new leads.
* **In-App Notifications:**
  + Login alerts with upgrade links.
* **Collaborations:**
  + Co-promote with family-focused brands.

**5. Success Metrics**

| **Metric** | **Target** |
| --- | --- |
| New Bundled Accounts | 400 |
| Active Users Increase | 50% per account |
| User Engagement | 35% increase |
| Revenue Growth | 40% over baseline |

**6. Budget Breakdown**

* Website updates: $1,500
* Social/digital ads: $3,000
* Email marketing: $500
* Partnership promotions: $2,000
* Miscellaneous: $500
* **Total: $7,500**

**7. Timeline**

| **Task** | **Deadline** |
| --- | --- |
| Design/Website Updates | Week 1-2 |
| Campaign Launch (Web/Social/Email) | Week 2-3 |
| Ongoing Campaign Activities | Weeks 3-24 |
| Final Analysis | Week 24 |

**8. Action Plan Summary**

* **Pre-Launch:** Build pages, test systems, prepare assets.
* **Launch:** Activate all channels, announce offer.
* **Mid-Campaign:** Share success stories, optimize strategy.
* **Optimize & Engage:** Add time-limited incentives.
* **Post-Campaign:** Thank users, analyze results, plan future campaigns.

**9. Post-Promotion Strategy**

* Continue offering the bundle as a permanent feature.
* Refine based on campaign data.
* Launch loyalty programs for bundle users.

**Strategy Plan: Client Database & Customer Experience Reporting**

**Objective :** Create a data-driven system to track, analyse, and improve customer experiences, retention, and revenue opportunities.

**Database & Infrastructure (Phase 1)**

1. **Define Core Data Categories**:
   * Capture demographics, membership status, engagement, purchase behavior, and support history.
2. **Segment Customers Intelligently**:
   * Use tags like *High-Value*, *At-Risk*, and *Tech-Challenged* for tailored communication and analysis.
3. **Use Affordable, Scalable Tools**:
   * HubSpot (CRM), Google Data Studio (dashboards), Typeform (surveys), Zapier (integration).
4. **Ensure Compliance**:
   * Align with GDPR/CCPA for data privacy.

**🔹 Customer Experience Reporting (Phase 2)**

1. **Track Key KPIs**:
   * NPS, CSAT, Retention Rate, Engagement Score, and Revenue Per User.
2. **Visualize via Dashboards**:
   * Build user-friendly views: User Health, Segmentation, and Opportunity Alerts.
3. **Automate Reporting**:
   * Monthly reports to leadership; real-time alerts for drops in KPIs via Slack.

**🔹 Data Audits & Insights (Phase 3)**

1. **Quarterly Client Audits**:
   * Focus on onboarding, at-risk users, and high-value segments.
2. **Annual Deep-Dive Reviews**:
   * Track YoY retention, feature impact, and ROI of partners.
3. **Use Audit Templates**:
   * Clearly outline current trends, opportunities, and rationale-driven recommendations.

**🔹 Optimization & Growth (Phase 4)**

1. **Trigger Personalized Journeys**:
   * Automate CRM workflows based on behavior (e.g., tutorial views → product discounts).
2. **Close Feedback Loops**:
   * Assign ownership of follow-up for low CSAT scores to improve service.
3. **Expand Revenue via Partnerships**:
   * Use data to pitch relevant brands (e.g., Lego to Gold-tier toy buyers).

**🔹 Strategic KPIs**

1. **Retention**:
   * Boost Gold-tier retention by 20% in 12 months.
2. **Satisfaction**:
   * Reach NPS ≥ 40 by Month 9.
3. **Support Efficiency**:
   * Resolve support tickets in under 12 hours.