

# Project Plant Pals Roadmap

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

## 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
<b>Key Milestones</b>  Owner(s):	<b>Finalize inventory for the holiday season.</b>  28 February 2021	<b>Get sign-off on Go to Market Strategy</b>  1 May 2021	<b>SOFT launch of refreshed online store and holiday inventory with new offerings</b>  1 September 2021 ⇒ PR: Press releases ⇒ Replace online storefront	<b>Full launch of holiday inventory with new offerings</b>  31 October 2021 ⇒ Targeted PR Push ⇒ UX fixes to online store front
<b>Marketing</b> Owner(s):	<b>Complete 2020 Holidays competitor analysis</b>  Research new/emerging markets ⇒ <b>Complete product testing</b> -- user feedback surveys for new offerings	<b>Get sign-off on Go to Market Strategy</b> for new offerings + existing inventory (w. Sales)  <b>Sign off on inventory photographs and product summaries</b> for website,	<b>Review display ads results and make a Go/No-Go decision</b>  <b>Soft/Pre-launch PR Push</b> ⇒ Press release ⇒ Ship mailers and catalogs	<b>Optimize PR strategy for late holiday surge.</b>  <b>Targeted PR Push</b> ⇒ Display ads? ⇒ Social media posts

		e-newsletters, mailers, and catalog  Refine marketing strategy ⇒ Research paid traffic ⇒ Test display ads strategy	Review CTR from marketing push	⇒ e-Newsletter
<b>Sales</b> Owner(s):	<b>Complete 2021 projections/forecast of holiday sales</b> (units) based on 2020 holidays sales  <b>Finalize suggestions for additional offerings/inventory</b>  <b>Define measurement protocols</b> (w. Product & Engineering)	<b>Get sign-off on Go to Market Strategy</b> for new offerings + existing inventory (w. Marketing)  <b>Sales Rep training:</b> ⇒ 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	<b>Sales previews/roadshows with Top Tier 2020 customers</b> (Repeat business) ⇒ Close pre-order deals per targets  <b>Sales previews/roadshows with Top Tier New Customers</b> ⇒ Build leads per targets	Sales previews/roadshows with Top Tier New Customers ⇒ <b>Close new deals per targets</b>  <b>Review KPIs for October, November, December (against actuals)</b> in weekly reviews with CEO
<b>Product &amp; Engineering</b> Owner(s):	<b>Finalize requirements for updates to the online store</b>  <b>Define measurement protocols</b> (w. Sales)	<b>Dev complete</b> ⇒ Complete updates to online store to requirements ⇒ Implement measurement protocols (Complete UAT with Sales)  Final bug fixes and complete QA testing	<b>Replace online storefront</b>  Complete UX Audit ⇒ Review UX bugs ⇒ Propose Recommended Solutions ⇒ Scope to implement changes by 30 October 2021	<b>Complete sign-off and testing for UX changes</b>