

MARKETING GOALS FOR AUSTRALIA

Goal	Task	Plan	Measure	Time Frame
Increase Brand Visibility	Raise web presence	Submit Genie and Terex Australian sites to search engines	Google page rating, website hits	by June 2007
		Get distributors and dealers to link from their sites		
		Place online ads		
	Broaden printed media presence	Take out ads in new publications, using media buyers to research, book and advise.	lead fulfillment reports, website feedback	already done, but need to revisit in June/July and adjust media plan for second half of the year
	Increase trade show visibility	Attend more trade shows, ensuring that we project the correct image.	Trade show leads, website hits, lead fulfillment reports	plans laid for 2007, number of shows to attend triple that of 2006.
Improve Housekeeping Operations	Improve Literature and Associated Processes	Update all spec sheets, change to new 2-colour layout, create new product spec sheets and family brochures as needed (use designer)		Ongoing. Initial changeover in March 2007
		Reprint and maintain stock of all spec sheets and brochures (use printer)		Ongoing. Initial changeover in March 2007
		Improve delivery of all literature (use printer's online fulfillment system, give permission to more team members)		Ongoing. System upgrade in 2007
	Improve Trade Show / Event Planning and Execution	Create a fact sheet/checklist to use for all shows.		Will be done by end of Feb 2007
		Create standard show kit for smaller shows (marquee, brochure stands, flags, brochure portafiles, giveaways, transportation boxes)		by December 2007
		Track show leads better (should we use electronic trackers? Make lead sheets)		Have created lead sheets, need to discuss other methods with sales and with marketing team.
	Create database	Work with sales to create a live database that can be subdivided for promotional mailouts, invites, etc. (need help)		need ASAP
Successful Launches	Telehandler LMS (Load Management System)	Across-the-board launch, starting at the Think Blue Distributor conference in February, including mailout, ads, editorials	lead fulfillment reports, website feedback	Feb-May (HRIA)
	Terex Financial Services	Editorial, inclusion in ads, trade show presence, mailout, starting at ACE show in Feb	lead fulfillment reports, website feedback	push from April - June
	Mine Spec Light Towers	editorial, ads, trade shows, targeted mailout	lead fulfillment reports, website feedback	April - June
	New Telehandlers	editorial, ads, trade shows, targeted mailout	lead fulfillment reports, website feedback	late 2007
	New Terex Products	editorial, ads, trade shows, targeted mailout	lead fulfillment reports, website feedback	late 2007
Maintain Sanity	Keep Sense of Humor	Watch BBC comedies, Will Ferrell movies, play with pets, play pranks on the wife	giggling, sides splitting, knee-slapping	ongoing
	Breathe	Inhale, exhale	face not turning blue, maintaining consciousness	ongoing
	Do Other Stuff	Fish, swim, go to garage sales, eat out, visit new bars, work around the house, read, cook	brain not thinking about work 24/7	ongoing