

Marketing Plan Document

Prepared For

**ABC Company
Chennai -1**

Prepared by



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Note

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- User of this format is advised to note the following
 - Since this sample is adapted from a report presented to a client, data given are substantially watered down and has no semblance to the actual report.
 - Actual Marketing Plan and Web Plan have been modified and watered down completely for obvious reasons.
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Table of Contents

1.0 Marketing Vision.....	1
1.1 Goals.....	1
1.2 Purpose.....	1
1.3 Picture.....	1
1.4 Gap Dashboard.....	2
Table: Gap Dashboard.....	2
2.0 Ideal Customer.....	2
2.1 Market Needs.....	3
2.2 Market Trends.....	3
2.3 Market Description.....	3
2.3.1 Demographics.....	3
2.3.2 Psychographics.....	3
2.3.3 Behaviors.....	4
2.3.4 Geographics.....	4
2.4 Market Growth.....	4
Table: Market Analysis.....	4
Chart: Market Analysis (Pie).....	5
Chart: Market Analysis (CAGR).....	5
3.0 Remarkable Difference.....	5
3.1 Differentiators.....	6
3.2 Direct Competition.....	6
Table: Competitive Analysis.....	6
Table: Growth and Share.....	7
Chart: Competitor by Growth and Share.....	7
Chart: Competitor by Growth.....	8
Chart: Competitor by Price.....	8
Chart: Competitor by Share.....	9
3.3 Indirect Competition.....	9
3.4 Model Competitors.....	9
4.0 Core Strategy.....	9
4.1 Core Message.....	9
4.2 Positioning Goal.....	10
4.3 Key Strategic Indicators.....	10
4.4 Core Branding Elements.....	10
4.4.1 Colors.....	10
4.4.2 Logo.....	10
4.4.3 Images.....	10
4.4.4 Type.....	10
5.0 Product/Service Innovation.....	10
5.1 Hourglass Strategy.....	11
5.2 Price Rationale.....	11
6.0 Marketing Materials.....	11
6.1 Marketing Kit.....	11
6.2 Marketing Story.....	11

Table of Contents

6.3 Case Study Plan	12
6.4 Testimonial Plan	12
6.5 Multi Media Materials	12
7.0 Web Plan	12
7.1 Website Marketing Strategy	12
Table: Web Development Milestones	12
Chart: Web Development Milestones	13
7.2 Content Strategy	13
7.2.1 Update	13
7.3 Search Engine Strategy	13
7.3.1 Local Search	13
7.3.2 Social Search	14
7.4 Email Marketing Plan	14
7.4.1 Lead Capture Strategy	14
7.4.2 Ezine and Data Mining	14
7.5 Social Media Plan	14
7.5.1 RSS	14
7.5.2 Blog	14
7.5.3 Podcast	15
7.5.4 Social Networking	15
8.0 Lead Generation Plan	15
8.1 Advertising	15
Table: Pay-Per-Click ROAS	16
Table: Advertising Milestones	16
Chart: Advertising Milestones	16
8.2 Public Relations	17
8.2.1 Media List	17
Table: PR Milestones	17
Chart: PR Milestones	18
8.3 Referrals	18
8.4 Direct Mail	18
Table: Direct Marketing Milestones	18
Chart: Direct Marketing Milestones	19
8.4.1 Mailing List Source	19
8.5 Lead Generation Tracking Plan	19
9.0 Lead Conversion Plan	19
9.1 Sales Strategy	19
9.2 Sales Process	20
9.2.1 Qualify	20
9.2.2 Present	20
9.2.3 Nurture	20
9.2.4 Transaction	20
9.2.5 Follow-up	20
9.3 CRM Plan	21

Table of Contents

10.0 Service Experience	21
10.1 Community Building Plan	21
10.2 Loyalty Product/Service Offerings	21
10.3 WOW Process	22
11.0 Marketing Calendar	22
11.1 Monthly	22
Table: Milestones	23
12.0 Critical Numbers	23
12.1 Sales Forecast	23
Table: Sales Forecast	24
Chart: Sales Monthly	25
Chart: Sales by Year	25
12.2 Marketing Expense Budget	25
Table: Marketing Expense Budget	26
Chart: Monthly Expense Budget	26
Chart: Annual Expense Budget	27
12.3 Measurement Plans	27
12.4 Key Marketing Metrics	27
Table: Key Marketing Metrics	27
13.0 Marketing Training Game	28
13.1 Marketing Organization	28
13.1.1 Organizational Chart	28
Org. Chart: Organizational Chart	28
13.2 Keys to Success Training Plan	28
13.3 Numbers Reporting	29
Table: Sales Forecast	1
Table: Marketing Expense Budget	1
Table: Key Marketing Metrics	1
Table: Gap Dashboard	1

Table of Contents

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Sample Marketing Plan

1.0 Marketing Vision

We are on a path to becoming the remodeler of choice in our chosen upscale market. Our weekly all-staff meetings always involve discussion of ways we can improve every aspect of business and service to reflect this vision.

1.1 Goals

Personal

- Income of Rs. XXXXXXXXXX
- 21 days of vacation
- National Ethics in Business award
- Top 25 Remodeler

Business

- \$5 mil revenue
- 25 design projects
- 100% 9 or above rating

Strategic

- Top 3 in market
- 10 carpenters
- Buy building

Tactical

- Redo website
- Top 10 for 5 search terms
- Column in Home Section
- Hire marketing coach

1.2 Purpose

Remodeling is a tough business filled with lots of unkept promises. We will become known as one of the most ethical service providers in our industry and in business in general. Every decision we make will be infused with our core ethics.

1.3 Picture

It's 3pm on a Tuesday and as I enter the office our design team is meeting with a prospect going over our process and portfolio. The customer came to us through a customer whose kitchen was one of the largest we have ever completed. Every aspect of the job went well and in addition to sending us referrals the owner sends the lead project manager on the job cookies and Christmas cards.

When I return to my desk I find 3 inquiries and a request for an interview to talk about our recently instituted green-building process. Shortly I will meet with our customer service team to talk about this year's customer appreciation project.

Sample Marketing Plan

A quick glance at the project and key indicators board shows we are well on our way to a record year and quickly becoming known as the remodeler of choice if you understand that the remodeling process is as important as project.

1.4 Gap Dashboard

We've listed several key goals for ourselves and the company in the Gap Dashboard. We know that these are forecasts, and that we might not hit the nail on the head in every case. Some will be on time, some late, some early. Some results will be better or worse than what we plan. That's reality.

But we will learn from our experience. As each month closes we will update the Actual section of the Gap Dashboard and we'll get a good visual accounting of our efforts. See where and how big the gap is between our forecast and our results will help us adjust our efforts as we move forward during the remainder of the year.

Table: Gap Dashboard

<i>Gap Dashboard</i>	FY 2010	FY 2011	FY 2012
Personal			
Personal 1	0	0	0
Personal 2	0	0	0
Personal 3	0	0	0
Business			
Business 1	0	0	0
Business 2	0	0	0
Business 3	0	0	0
Tactical			
Tactical 1	0	0	0
Tactical 2	0	0	0
Tactical 3	0	0	0
Strategic			
Strategic 1	0	0	0
Strategic 2	0	0	0
Strategic 3	0	0	0

2.0 Ideal Customer

You would spot our ideal customer in an older, established neighborhood sending one or more their children off to college and making plans for tomorrow's volunteer board committee meeting. They subscribe to urban living, entertainment and design magazines and entertain often. They belong to an area country club, may own a lake home and attend church on Sunday. They have remodeled before and are probably looking to stay in their home for at least 10 more years.

Sample Marketing Plan

2.1 Market Needs

Let's face it, the remodeling business has its share of less-than-ethical participants and there are plenty of remodeling horror stories.

While we focus on high-style design and craftsmanship, we know that the process of completing a project, cleaning up every day and paying attention to the homeowners' input is what the market needs.

2.2 Market Trends

People want function from every room in the house. It needs to be stunning and it needs to perform. Electronics, computers, audio/video are standard in today's upscale home. Design is a core strength.

Increasingly, our ideal customer is attracted to upscale condos in converted buildings in their neighborhood. We are aware of the need to communicate our skills in working in older buildings and creative space planning.

Growing numbers of our ideal customers are also expressing their desire to be more earth-friendly through the use of green products and contractors who utilize green building practices. This aligns with our vision as well.

2.3 Market Description

Demographics: Age: 30-60+, Income: Rs.20,00,000+/year, Occupation: Professional

Psychographics: Our ideal client is a busy professional and family man/woman. They value high quality, prompt service that fits in their busy schedule. They want the job done right - price is not their motivating factor. They want the pricing to be easy to understand. They fear having to call back the service contractor to repair the job they just finished. They also fear inviting someone in their house who is not licensed, not insured, nor friendly.

Behaviors: They are active with their family and community.

Geographics: Our ideal client usually lives in Chennai (this encompasses 75% of clients). The majority of the remaining 25% reside within a 30-kilo meter radius of Chennai.

2.3.1 Demographics

Our best customers are homeowners in Pincodes with average home values above Rs.75,00,000. Often they are couples with high school age children or recent empty-nesters. They tend to be self-employed or in professional services businesses with flexible working hours. They are often college educated but not necessarily advanced degrees.

2.3.2 Psychographics

Our ideal customers are belongers and emulators - they entertain and love to have family around. A big draw for remodeling is to create space to entertain and host large family gatherings. They are very community-oriented and tend to participate heavily in school, religious, civic and nonprofit organizations.

Sample Marketing Plan

2.3.3 Behaviors

Our ideal customers have remodeled before. We have found that once you have been through a large remodeling project you understand all of the dynamics and what a good and potentially bad experience can really cost.

2.3.4 Geographics

We have identified 13 areas and suburban Pincodes based primarily on average home age and value. (See map)

2.4 Market Growth

While overall growth in the remodeling industry is always linked to interest rates, home value appreciation and the economy as a whole, growth in the upper end is very strong. This market is often funding the cost of remodeling from sources other than loans and income and is less impacted by an economic downturn. Our ideal customer is also very attached to older neighborhoods and will often invest in remodeling projects that might initially exceed the surrounding home values.

Table: Market Analysis

<i>Market Analysis</i>		2009	2010	2011	2012	2013	
Potential Customers	Growth						CAGR
Segment Name	0%	0	0	0	0	0	0.00%
Segment Name	0%	0	0	0	0	0	0.00%
Other	0%	0	0	0	0	0	0.00%
Total	0.00%	0	0	0	0	0	0.00%

Sample Marketing Plan

Chart: Market Analysis (Pie)

Market Analysis (Pie)

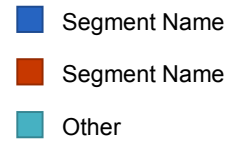
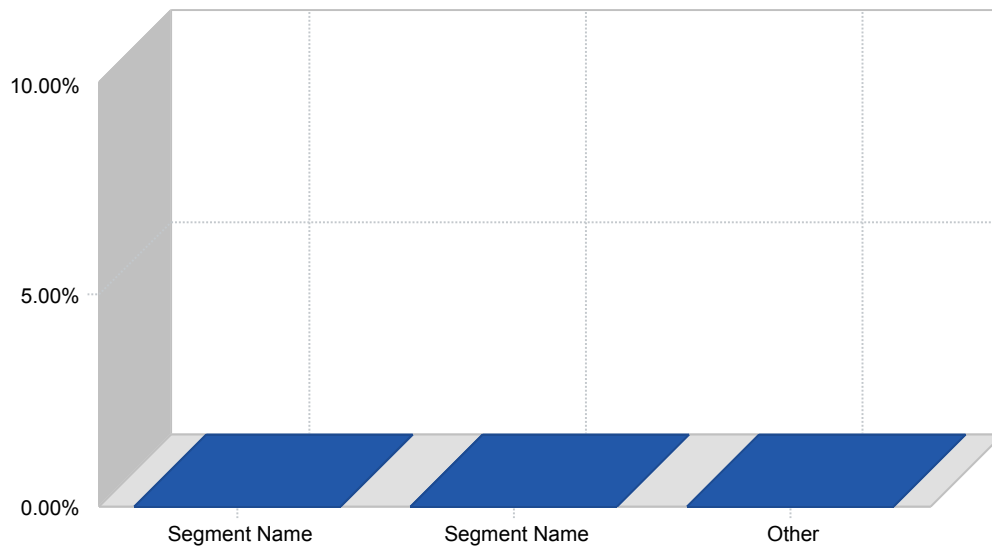


Chart: Market Analysis (CAGR)

Market Analysis (CAGR)



3.0 Remarkable Difference

Our process is just as important as the completed project. Many companies can get the work done, but few can get it done in a way that doesn't make you hate the journey.

Sample Marketing Plan

3.1 Differentiators

- Architect on staff
- Very experienced design consultants
- 20-year success history
- Carpenters on staff

3.2 Direct Competition

ABC Contracting - Focuses on cost-plus remodeling and strong reputation in upscale neighborhoods; owner lives in very upscale community and is involved.

Kitchen by KAT - while only focused on kitchens, strong reputation for upscale design.

Raghu Brothers - Not the force they once were, but long-time established in upper end market.

Table: Competitive Analysis

<i>Competitive Analysis</i>						
	#1	#2	#3	#4	#5	#6
Competitor	Name me	Name me	Name me	Name me	Name me	Name me
Product and/or Service	Name me	Name me	Name me	Name me	Name me	Name me
Quality	0	0	0	0	0	0
Selection	0	0	0	0	0	0
Price	0	0	0	0	0	0
Other	0	0	0	0	0	0
Location and Physical Appearance	Name me	Name me	Name me	Name me	Name me	Name me
Traffic	0	0	0	0	0	0
Appearance	0	0	0	0	0	0
Visibility	0	0	0	0	0	0
Convenience Factors	0	0	0	0	0	0
Other	0	0	0	0	0	0
Added Value Factors	Name me	Name me	Name me	Name me	Name me	Name me
Pre and Post Sales Service	0	0	0	0	0	0
Experience	0	0	0	0	0	0
Expertise	0	0	0	0	0	0
Reputation	0	0	0	0	0	0
Image	0	0	0	0	0	0
Stability	0	0	0	0	0	0
Strategic Alliances	0	0	0	0	0	0
Other	0	0	0	0	0	0
Other Marketing Activities	Name me	Name me	Name me	Name me	Name me	Name me
Established Sales Channels	0	0	0	0	0	0
Advertising	0	0	0	0	0	0
Post-purchase Support	0	0	0	0	0	0
Incentives	0	0	0	0	0	0
Loyalty Components	0	0	0	0	0	0
Other	0	0	0	0	0	0
Total	0	0	0	0	0	0

Sample Marketing Plan

Table: Growth and Share

<i>Growth and Share</i>			
Competitor	Price	Growth Rate	Market Share
Competitor	Rs.0	0%	0%
Competitor	Rs.0	0%	0%
Competitor	Rs.0	0%	0%
Competitor	Rs.0	0%	0%
Competitor	Rs.0	0%	0%
Other	Rs.0	0%	0%
Average	Rs.0.00	0.00%	0.00%
Total	Rs.0.00	0.00%	0.00%

Chart: Competitor by Growth and Share



Sample Marketing Plan

Chart: Competitor by Growth

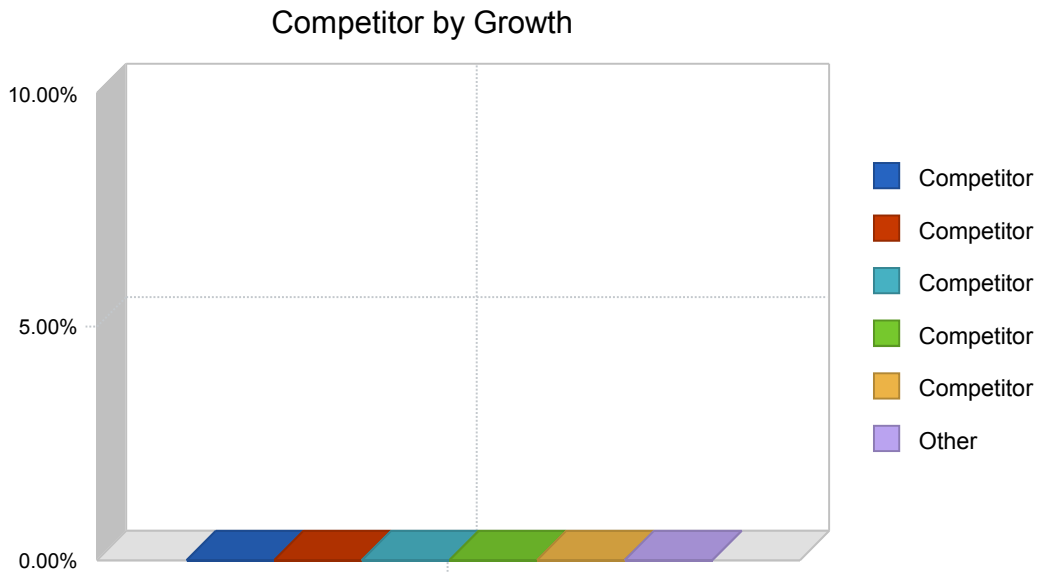
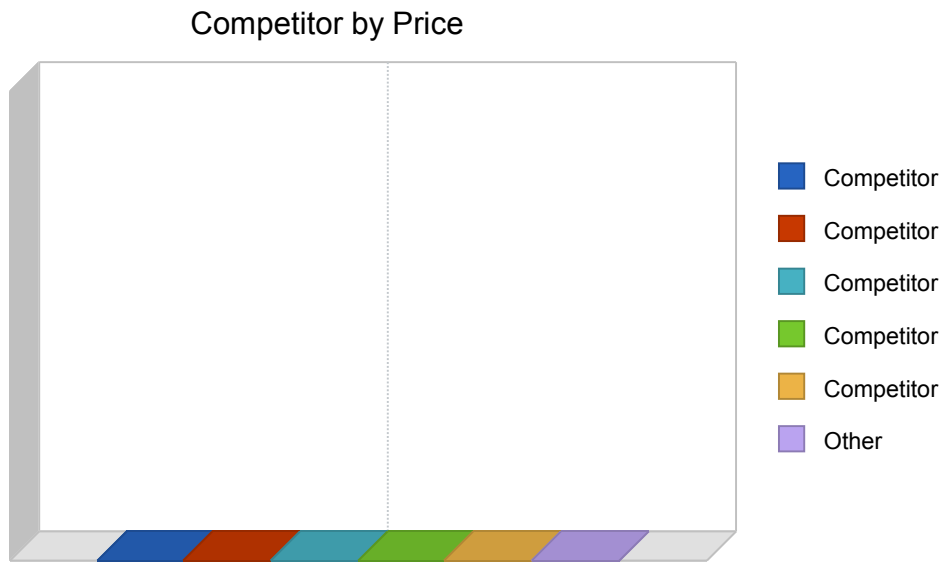
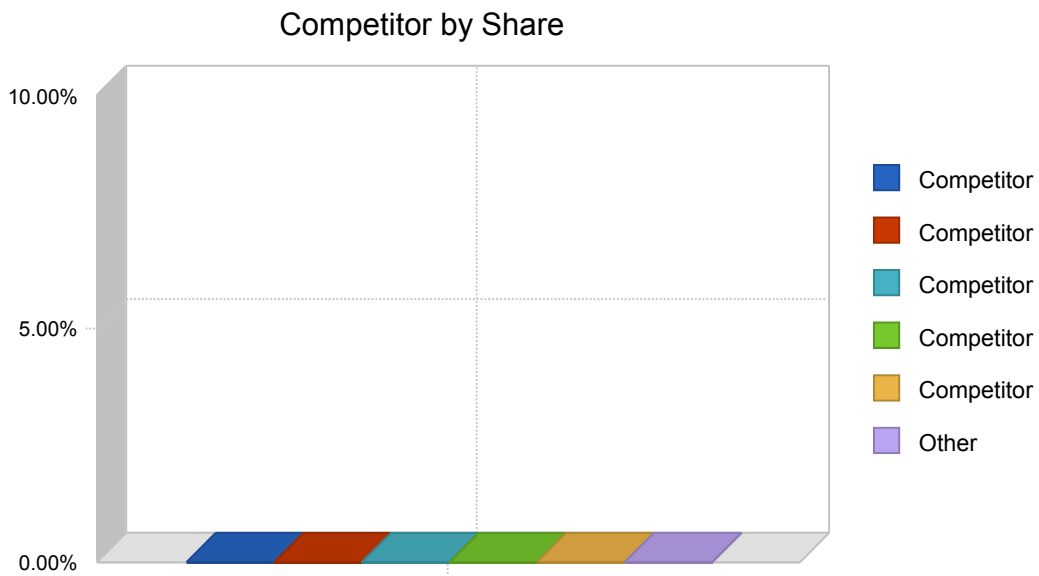


Chart: Competitor by Price



Sample Marketing Plan

Chart: Competitor by Share



3.3 Indirect Competition

New home builders

Handyman services

Vacation homes

3.4 Model Competitors

Graham Homes

Henkle Remodelers

Earth Home

4.0 Core Strategy

We want to be seen in the top tier of remodeling contractors competing for the most prestigious work in town, based on our reputation and our process that includes design and attention to detail. We will be considered one of the most expensive options, but worth it.

4.1 Core Message

If you've remodeled before, then you know that the process is as important as the project.

Sample Marketing Plan

4.2 Positioning Goal

We aim to be seen as the obvious remodeling choice for upscale homeowners who understand that while we cost more than the others, we're worth it.

4.3 Key Strategic Indicators

- Leads
- Design appointments
- Referrals
- Completed design/build projects

4.4 Core Branding Elements

Blue and Green colors for green building and trust.

Professionally designed logo, marketing materials and website. Our brand identity walks a fine line between rich and sensible. Expensive but valuable.

4.4.1 Colors

Green and blue - earth-friendly and trustworthy

4.4.2 Logo

Logo sends the initial message of professional, trustworthy and stable.

4.4.3 Images

The owner of the company, Hardin Jackson, is a well-known figure in the industry and helps put a trusting face on our brand. His image appears in all of our materials.

4.4.4 Type

Basic sans serif type with little or no fuss.

5.0 Product/Service Innovation

Free Offerings for Suspects:

- Design Trends newsletter: highlights upscale national trends
- Free design workshops: gives prospects a chance to experience the fun side of designing
- 'Ask our Architect' monthly column: questions from local homeowners will position our architect as the accessible expert

Trial Offerings for Prospects:

- Paid design sessions with experts
- Cooking lessons with gourmet chefs

Sample Marketing Plan

Core Offerings for Prospects and Clients:

- Design/Remodel
- Design only

5.1 Hourglass Strategy

Using free and paid workshops, we plan to expose prospects to the true ways in which we are different and offer vast design resources and experience.

5.2 Price Rationale

Our pricing is based on industry-provided data for square foot construction. We constantly monitor materials cost and averages for our part of the country. Our aim is to be consistently above industry standard and focus on customer service as opposed to lower-bid work. Our ability to add design gives us a much more accurate pricing picture for each project.

6.0 Marketing Materials

The marketing materials which support our various marketing programs and tactics are presented in the following topics.

6.1 Marketing Kit

Our marketing kit includes:

- Letter from founder
- Our essential difference
- Remodeling process description
- Job site clean-up checklist
- Case studies before/after
- Customer testimonials
- Award-winning projects
- Customer list
- Article reprints
- The remodeling curve - joy vs. bummer
- Design and Project staff bios

6.2 Marketing Story

The owner of this business started over 25 years ago and did much of the work on his own. His involvement in the industry and the community and in working with older homes is well established.

Design and business ethics awards help tell the story of longevity, innovation and trust.

Sample Marketing Plan

6.3 Case Study Plan

Every customer will receive a photo and video shoot of their project before, during and after. We will turn the video into a short testimonial for web and presentation and create a hardbound Blurb book for coffee table display after each project.

6.4 Testimonial Plan

Quotes are gathered as part of the post-production walk-through.

6.5 Multi Media Materials

Our marketing assistant is in charge of video for each project and the design and project consultants collect photos during the project. We also set-up a cam vision camera so a homeowner can see their project in progress at any time.

7.0 Web Plan

Our website drives people to submit their service requests online or pick up the phone to call us. All of our Marketing Kit information is tied into our website to give visitors the ability to know, like and trust us - and in turn - call us for service.

7.1 Website Marketing Strategy

We will use our image-rich site as a place for changing content and to display our process and professional approach as well as tons of useful and changing content.

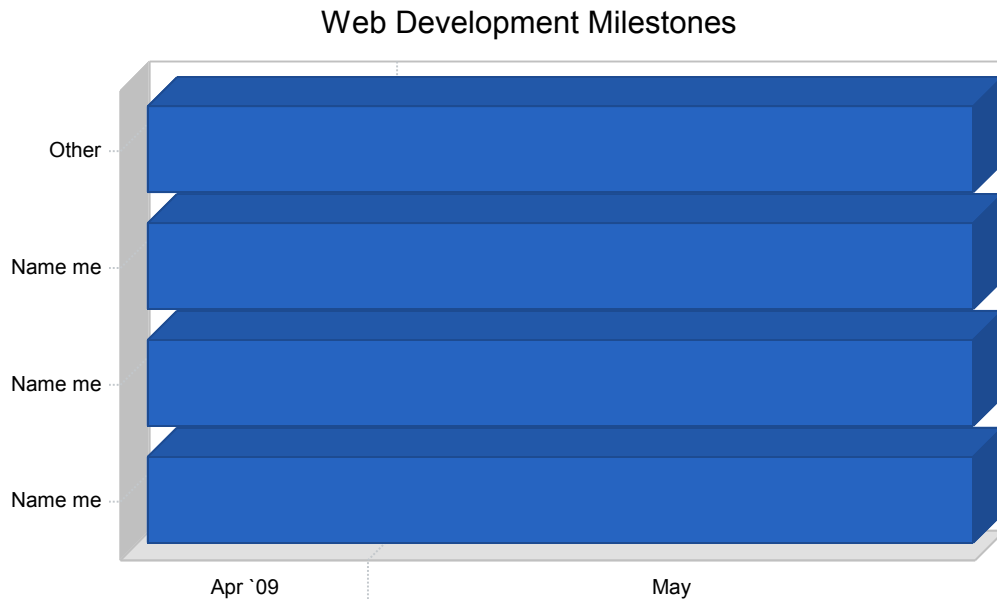
We will also create an Intranet portal for each customer to view project details and communication.

Table: Web Development Milestones

<i>Web Development</i>	<i>Start Date</i>	<i>End Date</i>	<i>Budget</i>	<i>Manager</i>	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Other	22-04-2009	22-05-2009	Rs.0	ABC	Department
Total Web Development Budget			Rs.0		

Sample Marketing Plan

Chart: Web Development Milestones



7.2 Content Strategy

We will add the marketing content and additional project portfolios as well as two blogs to keep adding new content. We will also publish articles and archive our monthly newsletters.

7.2.1 Update

Our marketing assistant will update the website and add every project.

Our chief designer will blog weekly and our owner will take questions from readers and blog the answers.

7.3 Search Engine Strategy

Our SEO strategy is primarily a local one - we will optimize our content using the names of local cities, suburbs and even neighborhoods.

We will build pages with specific local content for the homes we have worked in specific target neighborhoods.

Our blogs will be a key part of our search strategy with aggressive linking to industry sites and links from all of our key vendor support companies.

7.3.1 Local Search

Internal links will be local in nature - "Chennai City Repairs" for the anchor text, as opposed to simply "Repairs."

Sample Marketing Plan

We will build profiles in all local search directories including images of homes.

7.3.2 Social Search

We will build profiles in the social search sites such as local.com, insiderpages, citysearch and topix and promote positive reviews from testimonial customers.

7.4 Email Marketing Plan

Our site and our direct mail program will promote our "Trends" ezine.

We will send out customer and subscriber monthly ezines.

7.4.1 Lead Capture Strategy

We will feature a "Subscribe" form on all Web pages and build separate landing pages for our direct mail "Trends" newsletters offers.

7.4.2 Ezine and Data Mining

We will add the use of the SwiftPage tool to monitor the responsiveness of our email readers and prepare follow-up based on reader interest.

7.5 Social Media Plan

We will employ several blogs as our primary new media tools. We will also post podcast-style interviews with our best customers on a monthly basis and look to interview design and manufacturing and other home type experts such as entertainment, chef and even audio and technology experts.

7.5.1 RSS

Our public blog is set up to provide RSS feeds. Everyone in the company is encouraged to write posts to the public blog. These are vetted by the our in-house blogmaster before publishing. We will post something new everyday, and with so many of us posting on our industry, the market, our place in the economy, and how our products can be utilized by building owners.

7.5.2 Blog

We have implemented two frequently updated blogs.

Ask a Remodeler - our owner fields and answers questions about remodeling

Design Matters - our designers offer tips on color, design, appliances and entertaining

Both of these blogs will generate significant search traffic.

Sample Marketing Plan

7.5.3 Podcast

We will create a monthly show that features a message from our owners, interviews with customers and a featured interview with an industry leader to talk about trends that homeowners might find valuable.

7.5.4 Social Networking

We will initiate several helpful community features.

We will host a remodeling forum on our site where readers can come and ask remodeling questions and receive remodeling advice.

We will also create a customer-only section of our website where customer projects will be featured along with the ability to network with other customers and our design and project staff. News and announcements will be added via RSS feeds.

8.0 Lead Generation Plan

Direct Mail postcards that offer a free report and discount are sent to local homeowners who have never used us before.

We have a small "branding" ad in the local newspaper that runs weekly to keep our name in front of prospects and clients.

We have a small print Yellow Page campaign.

We have several paths and ways people can find us online and track these results closely.

We send out a printed Company Newsletter two times a year to our clients.

We cross-promote our services and send out personal notes, e-mails and postcards to clients who have used us for service X but have never used us for service Y. These folks already know, like and trust us - it's easier to sell them additional services.

8.1 Advertising

Media Tracking Kits Requested

Advertising Medium	Contact Name	Contact #	Distribution	Cost/Ad	Total CPM

Sample Marketing Plan

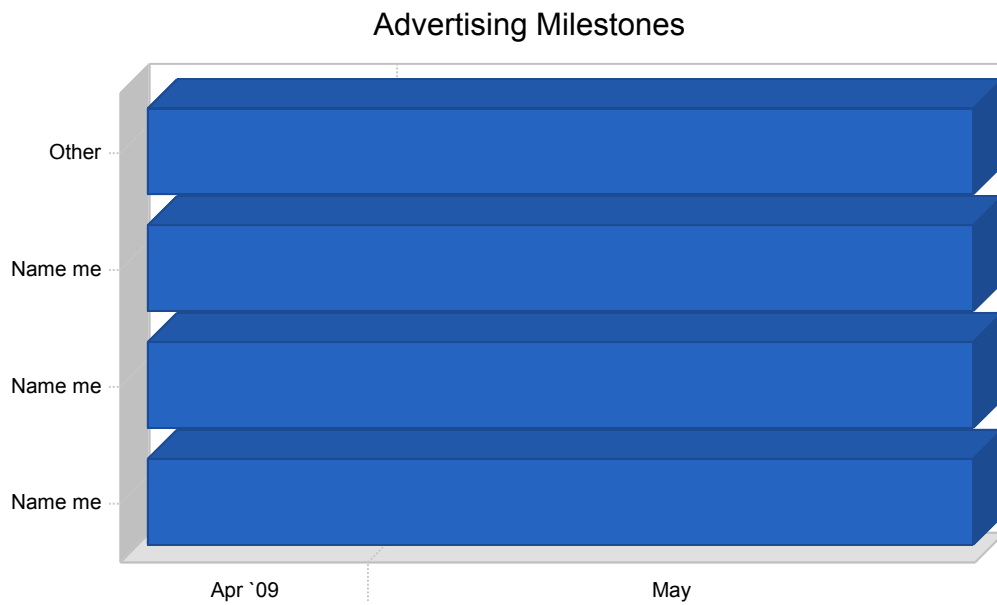
Table: Pay-Per-Click ROAS

<i>Pay-Per-Click ROAS</i>									
Network	Monthly Cost	Clicks	Leads Generated	Orders	Monthly Revenue	ROAS	Cost-per-click	Cost-per-lead	
Google	Rs.0	0	0	0	Rs.0	0%	Rs.0.00	Rs.0.00	
Yahoo!	Rs.0	0	0	0	Rs.0	0%	Rs.0.00	Rs.0.00	
Other	Rs.0	0	0	0	Rs.0	0%	Rs.0.00	Rs.0.00	
Total	Rs.0	0	0	0	Rs.0	0%	Rs.0.00	Rs.0.00	

Table: Advertising Milestones

<i>Advertising</i>	<i>Start Date</i>	<i>End Date</i>	<i>Budget</i>	<i>Manager</i>	<i>Department</i>
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Other	22-04-2009	22-05-2009	Rs.0	ABC	Department
Total Advertising Budget			Rs.0		

Chart: Advertising Milestones



Sample Marketing Plan

8.2 Public Relations

Monthly press announcements to media and contact database

Q and A column in weekly newspaper Style section

Quarterly big pitch story

8.2.1 Media List

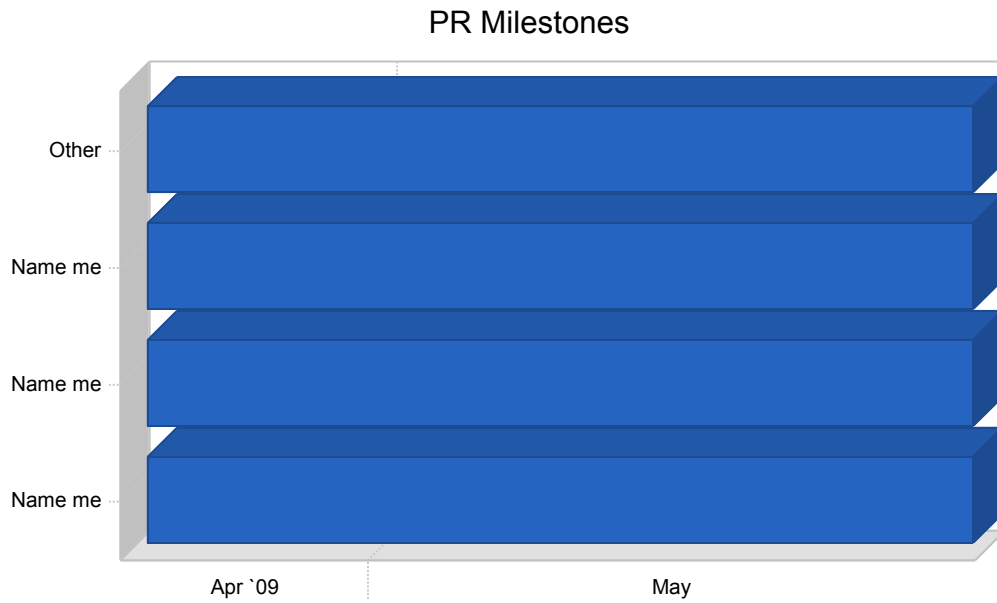
Journalist	Journalist Bio.	Organization	Description	Notes

Table: PR Milestones

<i>PR</i>	<i>Start Date</i>	<i>End Date</i>	<i>Budget</i>	<i>Manager</i>	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Other	22-04-2009	22-05-2009	Rs.0	ABC	Department
Total PR Budget			Rs.0		

Sample Marketing Plan

Chart: PR Milestones



8.3 Referrals

8.4 Direct Mail

Quarterly direct-mail full-color, oversized postcards to core ZIP codes highlighting before and after project images. Promote design seminars in each mailing.

Table: Direct Marketing Milestones

<i>Direct Marketing</i>	<i>Start Date</i>	<i>End Date</i>	<i>Budget</i>	<i>Manager</i>	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Other	22-04-2009	22-05-2009	Rs.0	ABC	Department
Total Direct Marketing Budget			Rs.0		

Sample Marketing Plan

Chart: Direct Marketing Milestones



8.4.1 Mailing List Source

New York homeowners, with female 30-50 years, home/condo value in our range

Subscribers of Simple Living, Martha Stewart, House Beautiful, Better Home and Gardens

8.5 Lead Generation Tracking Plan

We use a Microsoft CRM system to track those who have signed up to be on our mailing lists. This allows us to send emails out to people after set amounts of time. Our email service - constant contact - tells us how many people have opened our emails, what they are clicking on, and if they forwarded it along. Both systems integrate into each other, so we have a smooth tracking system.

9.0 Lead Conversion Plan

We will convert 10% of all leads that make the initial visit to our office.

9.1 Sales Strategy

We plan to bring our prospects into our office for their initial consultation, interrupting the standard practice in our industry of running out to a home for the first meeting.

This approach will help differentiate us and allow us to properly conduct presentations that highlight our process and showcase our design expertise.

Sample Marketing Plan

This approach also shows that we have a very professional staff, office and process - something that also differentiates us from much of the competition.

9.2 Sales Process

Prospect path:

1. First call: prospects are qualified by our lead designer
2. Invited to our office (pre-meeting package sent)
3. Design consultant and owner conduct in-office preview
4. In-house meeting
5. Proposal drafted/Design contract
6. Contract offered
7. Deposit and specs

9.2.1 Qualify

All leads go to our head designer to be qualified and then sent to a project consultant. Leads are directed to more information or referred to other contractors. All leads are scored and entered into CRM for future follow-up.

9.2.2 Present

In-office presentation involves our process overview presentation, video testimonials, virtual project slideshow and showroom tour. Consultant and owner participate in the meeting.

9.2.3 Nurture

Marketing kit and design tips and trends newsletter are forwarded to prospect after in house meeting. Continued editions are sent. Design consultant checks in three times to move the project forward or to a No.

9.2.4 Transaction

Once customer initiates some form of contract, they receive the contract in an orientation meeting that includes the New Customer Kit and discussion of the entire process, key dates, good and bad about the project, payment process and after-completion warranty programs.

9.2.5 Follow-up

Use the following table to list your follow-up communication for prospective and current contacts:

Follow-up Contact Calendar

	Prospective Contacts	Client Contacts
Month	(newsletters, case studies, invitations, "tips" sheets, etc.)	(newsletters, phone calls, thank you notes, new product/service announcements, client-only event invitations, reprints of articles, etc.)

Sample Marketing Plan

1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

9.3 CRM Plan

We are using Infusionsoft CRM to track all customer activity, sales opportunities and marketing follow-up campaigns. Our Lead Designer's assistant and each design consultant enter leads.

10.0 Service Experience

Our service experience is:

1. Lead technician greets the homeowner and goes over the plan for the home
2. Lead discusses our process briefly and assigns teams to work - all team members are dressed in branded work attire
3. Work is started by first setting up and staging any interior areas to protect work areas
4. Lead offers progress update if all-day job
5. Lead offers to tour completed work to assure satisfaction
6. Lead offers invoice with special referral offer
7. Follow-up call from home office two days after completion

10.1 Community Building Plan

We will have an annual Christmas event and give Christmas trees to each customer.

We will have quarterly themed events in remodeled homes.

10.2 Loyalty Product/Service Offerings

Our primary loyalty and WOW tools are our:

1. Professionalism compared to the industry
2. Cleaning and education process
3. Clean-up after the job process
4. Follow-up before and after the cleaning

Sample Marketing Plan

10.3 WOW Process

Our WOW Process is based on 3 parts:

1. Initial meeting in our office to set the tone - video and professional presentation
2. Job site is cleaned up every day at the end of the day - progress note left daily
3. After project:
 - o 30-day walk through
 - o 90-day flowers sent to home
 - o 11-month no-hassle warranty walk through

11.0 Marketing Calendar

Daily: Dedicate at least 20 minutes each day to developing marketing. Great things to do on a daily level are:

1. Call a current client and see how they are doing, just to find out. Random acts of kindness rarely go unnoticed.
2. Re-write a piece for the marketing kit.
3. Research the newest advancements in our industry.

Weekly: The easiest way to create weekly goals is by determining your monthly goals and working backwards. If we set ourselves the goal of creating a new marketing brochure to be sent out at the end of the month, divide the work up between the weeks of the month.

Week 1: Purchase the list for the mailing

Week 2: Write the copy for the brochure

Week 3: Design the layout for the brochure and add in the copy

Week 4: Order the brochure to be printed and mailed

Although this takes longer than spending all the time in one week and getting it completed, being able to cut it down to bite-size pieces means that we have a greater chance of actually getting it completed.

11.1 Monthly

Months	Marketing Theme
April	April and May, being vacation time, we can expect more Business
May	Action Plan
3	
4	Definition is based on business and its seasonality
5	
6	
7	
8	

Sample Marketing Plan

9	
10	
11	
March	

Table: Milestones

<i>Milestones</i>					
Advertising	Start Date	End Date	Budget	Manager	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Other	22-04-2009	22-05-2009	Rs.0	ABC	Department
Total Advertising Budget			Rs.0		
PR	Start Date	End Date	Budget	Manager	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Other	22-04-2009	22-05-2009	Rs.0	ABC	Department
Total PR Budget			Rs.0		
Direct Marketing	Start Date	End Date	Budget	Manager	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Other	22-04-2009	22-05-2009	Rs.0	ABC	Department
Total Direct Marketing Budget			Rs.0		
Web Development	Start Date	End Date	Budget	Manager	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Other	22-04-2009	22-05-2009	Rs.0	ABC	Department
Total Web Development Budget			Rs.0		
Other	Start Date	End Date	Budget	Manager	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Name me	22-04-2009	22-05-2009	Rs.0	ABC	Department
Other	22-04-2009	22-05-2009	Rs.0	ABC	Department
Total Other Budget			Rs.0		
Totals			Rs.0		

12.0 Critical Numbers

All leads, sales and referral come through our central sales office. Our marketing department will track PR mentions and each customer will be offered the option to create a testimonial during their follow-up calls.

12.1 Sales Forecast

We have projected sales growth which reflects the seasonal nature of our business.

Sample Marketing Plan

Table: Sales Forecast

<i>Sales Forecast</i>			
	FY 2010	FY 2011	FY 2012
Unit Sales			
Row 1	0	0	0
Row 2	0	0	0
Row 3	0	0	0
Total Unit Sales	0	0	0
Unit Prices	FY 2010	FY 2011	FY 2012
Row 1	Rs.0.00	Rs.0.00	Rs.0.00
Row 2	Rs.0.00	Rs.0.00	Rs.0.00
Row 3	Rs.0.00	Rs.0.00	Rs.0.00
Sales			
Row 1	Rs.0	Rs.0	Rs.0
Row 2	Rs.0	Rs.0	Rs.0
Row 3	Rs.0	Rs.0	Rs.0
Total Sales	Rs.0	Rs.0	Rs.0
Direct Unit Costs	FY 2010	FY 2011	FY 2012
Row 1	Rs.0.00	Rs.0.00	Rs.0.00
Row 2	Rs.0.00	Rs.0.00	Rs.0.00
Row 3	Rs.0.00	Rs.0.00	Rs.0.00
Direct Cost of Sales			
Row 1	Rs.0	Rs.0	Rs.0
Row 2	Rs.0	Rs.0	Rs.0
Row 3	Rs.0	Rs.0	Rs.0
Subtotal Direct Cost of Sales	Rs.0	Rs.0	Rs.0

Sample Marketing Plan

Chart: Sales Monthly

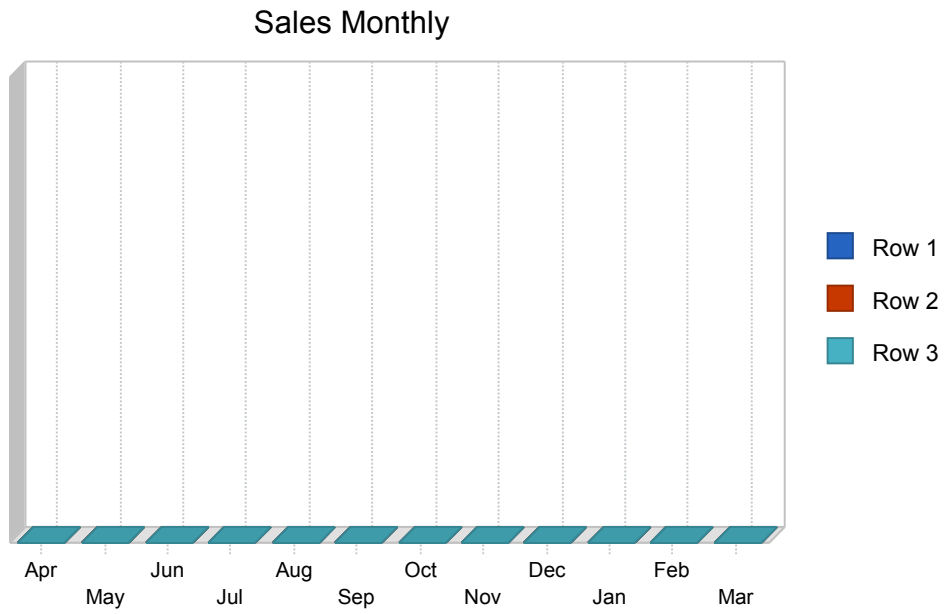
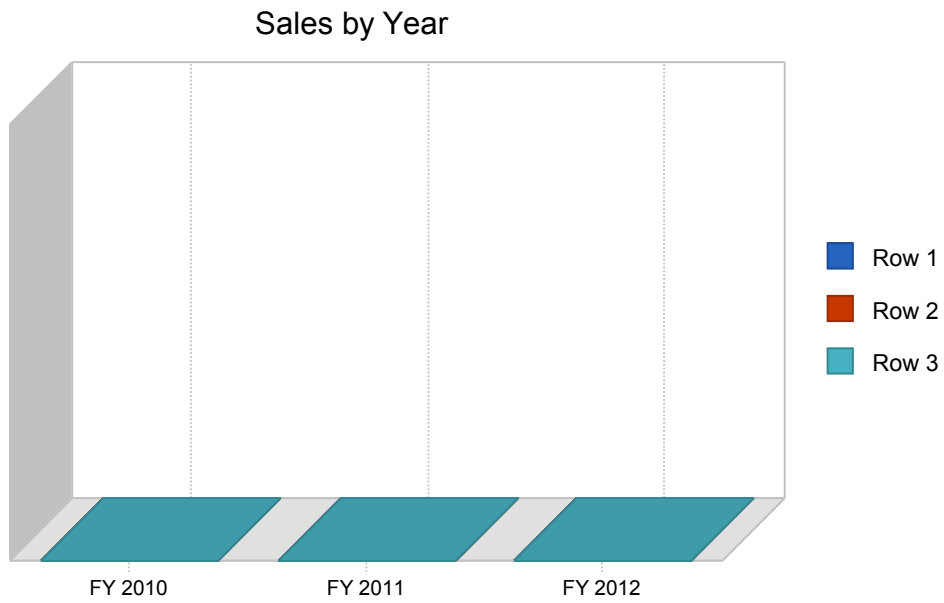


Chart: Sales by Year



12.2 Marketing Expense Budget

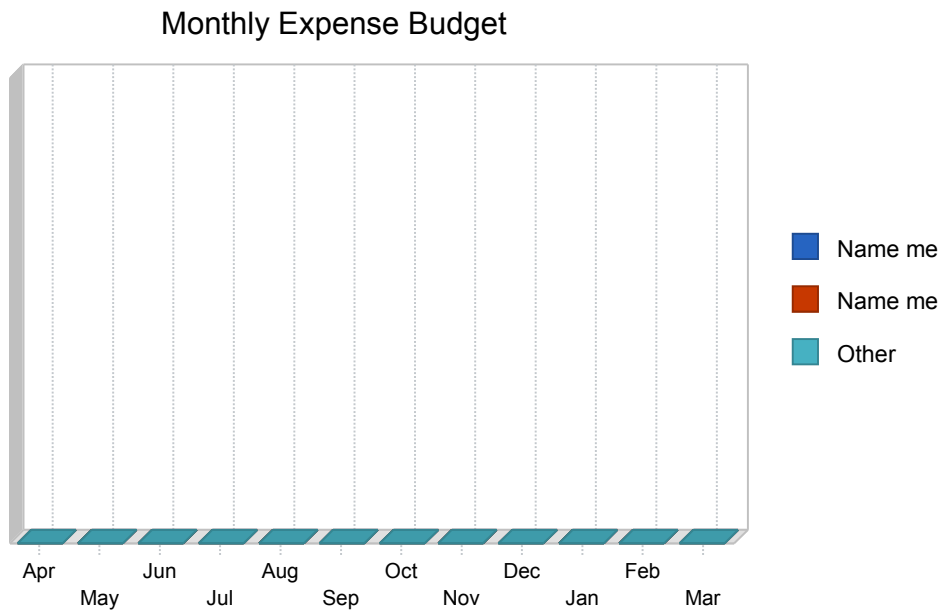
Expenses are up a bit due to increased labor costs.

Sample Marketing Plan

Table: Marketing Expense Budget

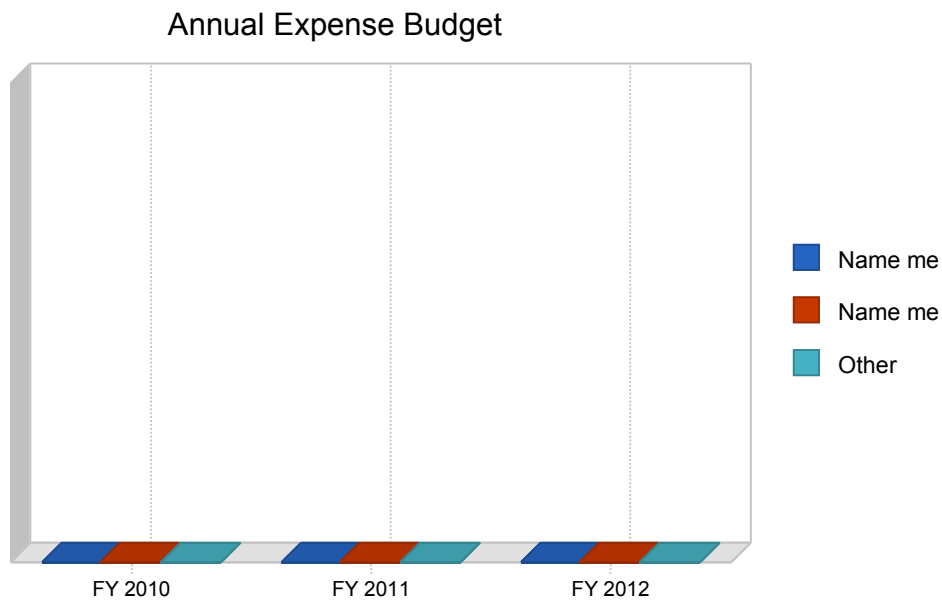
<i>Marketing Expense Budget</i>	<i>FY 2010</i>	<i>FY 2011</i>	FY 2012
Name me	Rs.0	Rs.0	Rs.0
Name me	Rs.0	Rs.0	Rs.0
Other	Rs.0	Rs.0	Rs.0
	-----	-----	-----
Total Sales and Marketing Expenses	Rs.0	Rs.0	Rs.0
Percent of Sales	0.00%	0.00%	0.00%

Chart: Monthly Expense Budget



Sample Marketing Plan

Chart: Annual Expense Budget



12.3 Measurement Plans

Our measurement structure is centralized through our VP of marketing. All marketing and advertising decisions are originated from this position and all leads come through this function.

Our design team also reports key indicators in weekly marketing meetings.

Our key success indicators, both projected and actual, are on display in our break room for all associates to see.

12.4 Key Marketing Metrics

Our two key marketing numbers are initial lead conversion (the first room) and repeat purchases (extra rooms/full house contracts). Referrals and testimonials are part of the fundamental sales process, via the reward party at the end of a project, and our projections are based on past lead generation and conversion rates.

Table: Key Marketing Metrics

<i>Key Marketing Metrics</i>	FY 2010	FY 2011	FY 2012
Revenue	Rs.0	Rs.0	Rs.0
Leads	0	0	0
Leads Converted	0.00%	0.00%	0.00%
Avg. Transactions/Customer	0	0	0
Avg. \$/Customer	Rs.0	Rs.0	Rs.0
Referrals	0	0	0
PR Mentions	0	0	0
Testimonials	0	0	0

Sample Marketing Plan

Other	0	0	0
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13.0 Marketing Training Game

Our **dispatch person** has two one-hour training sessions each month to review process, salesmanship, customer service, and educating clients on other services. We also record calls and pick out several each month to use for training purposes.

Our **technicians** participate in a weekly training meeting where we talk about marketing to clients, do role playing and talk about what is working and what is not working.

13.1 Marketing Organization

Our marketing organization starts with our VP of marketing. This function is the central hub of all marketing activity and lead funneling. She fields all inquiries and assigns leads to designers.

Designers convert leads and determine the scope of the project with project managers and act as single sales contact throughout the project.

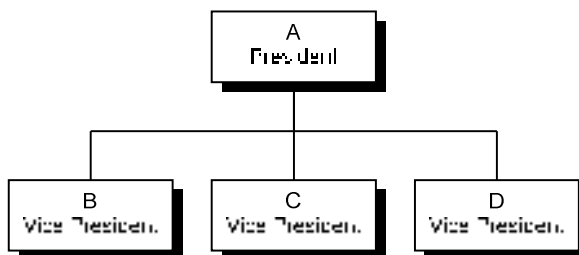
Weekly marketing meetings assess progress on all leads and projects.

Monthly marketing meetings function as training and education on all marketing initiative opportunities.

13.1.1 Organizational Chart

This Organisation Chart is indicative. Actual organisation chart will depend on the organisation

Org. Chart: Organizational Chart



13.2 Keys to Success Training Plan

We will conduct monthly, all-hands marketing meetings to go over the key numbers and present all marketing activities.

Sample Marketing Plan

13.3 Numbers Reporting

We will report all key numbers to the entire staff by posting them on a white board in our break room and holding monthly all-staff meetings to report key numbers and teach staff the meaning of all key numbers and reports.

Appendix

Table: Sales Forecast

Sales Forecast												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Unit Sales												
Row 1	0	0	0	0	0	0	0	0	0	0	0	0
Row 2	0	0	0	0	0	0	0	0	0	0	0	0
Row 3	0	0	0	0	0	0	0	0	0	0	0	0
Total Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices												
Row 1	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00
Row 2	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00
Row 3	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00
Sales												
Row 1	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0
Row 2	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0
Row 3	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0
Total Sales	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0
Direct Unit Costs												
Row 1	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00
Row 2	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00
Row 3	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00	Rs.0.00
Direct Cost of Sales												
Row 1	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0
Row 2	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0
Row 3	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0
Subtotal Direct Cost of Sales	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0

Appendix

Table: Marketing Expense Budget

<i>Marketing Expense Budget</i>												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Name me	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0
Name me	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0
Other	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0

Total Sales and Marketing Expenses	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0
Percent of Sales	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Appendix

Table: Key Marketing Metrics

Key Marketing Metrics												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Revenue	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0
Leads	0	0	0	0	0	0	0	0	0	0	0	0
Leads Converted	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Avg. Transactions/Customer	0	0	0	0	0	0	0	0	0	0	0	0
Avg. \$/Customer	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0	Rs.0
Referrals	0	0	0	0	0	0	0	0	0	0	0	0
PR Mentions	0	0	0	0	0	0	0	0	0	0	0	0
Testimonials	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0

Appendix

Table: Gap Dashboard

<i>Gap Dashboard</i>		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Personal		0	0	0	0	0	0	0	0	0	0	0	0
Personal 1		0	0	0	0	0	0	0	0	0	0	0	0
Personal 2		0	0	0	0	0	0	0	0	0	0	0	0
Personal 3		0	0	0	0	0	0	0	0	0	0	0	0
Business		0	0	0	0	0	0	0	0	0	0	0	0
Business 1		0	0	0	0	0	0	0	0	0	0	0	0
Business 2		0	0	0	0	0	0	0	0	0	0	0	0
Business 3		0	0	0	0	0	0	0	0	0	0	0	0
Tactical		0	0	0	0	0	0	0	0	0	0	0	0
Tactical 1		0	0	0	0	0	0	0	0	0	0	0	0
Tactical 2		0	0	0	0	0	0	0	0	0	0	0	0
Tactical 3		0	0	0	0	0	0	0	0	0	0	0	0
Strategic		0	0	0	0	0	0	0	0	0	0	0	0
Strategic 1		0	0	0	0	0	0	0	0	0	0	0	0
Strategic 2		0	0	0	0	0	0	0	0	0	0	0	0
Strategic 3		0	0	0	0	0	0	0	0	0	0	0	0