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1.0 Marketing Vision

Software Company has embarked on an ambitious plan to create new software products, eCommerce Solutions Platinum eCommerce Solutions--scalable inventory software products. The new products are scheduled to be released in May.

The product will reasonably priced for the medium-sized businesses, and still be within the range of entry level e-sellers. Software will receive 90% markup on each unit sold. It is projected that Pursuit Solutions will sell 250 units by Month 2. It is projected that Software Company will gross $1.5 million from sales the first year.

The objectives of Software Company are:

- Establish the company as a leader in inventory software products.
- Sales of $1.5 million in Year 1
- Increase sales by 20% each year.

1.1 Gap Dashboard

We've set some goals for the company and our new products. They have been loosely quantified in the following table. Each month we will see how if we have made steady progress toward our goals, or perhaps followed a foxtrot path; slow-slow, quick-quick. The gaposis between planned and real results will help us direct future efforts.

Table: Gap Dashboard

Gap Dashboard	Year 1	Year 2	Year 3
Personal			
Add Health Insurace to benefit package	0	yes	yes
Hire Two Additional Employees	2	2	2
Personal 3	0	0	0
Business			
Product Release and Updates on Time	0	yes	yes
Sales Revenue Meets Plan	$1,595,000	$240,000	$288,000
Business 3	0	0	0
Tactical			
Monthly Direct Mailings	12	12	12
Monthly Emailings	12	12	12
Onsite Seminar or Webinar	6	6	6
Strategic			
Six tradeshows/conferences	6	7	9
Become a MS certified provider	0	Yes	Yes
Strategic 3	0	0	0

2.0 Ideal Customer

Our ideal customer is a manufacturing or distribution company who has to maintain 1,000 or more inventory items. They have a staff of at least five other people and know that to be successful, everyone must be involved. They want a system that can keep everything organized and cut out the need for dual entry. The business intends on increasing its product availability on the Internet by more than 10% in the next year. Our customer has one common problem: they want to make managing their Web store easier and less time consuming. This means that they need one product that combines all of their processes, so rather than switching systems, they have one central portal to keep track of all of their records.

3.0 Remarkable Difference

We can maintain 1,000+ SKUs, with no double entry.

4.0 Product/Service Innovation

Suspect: free case study, webinar, reports

Prospect: webinars, talking with a sales guy

Client: $15k-$35k

Premium Client: $50k - $100k

Champions: Suggest us to work with other companies

5.0 Lead Conversion Plan

We contact our mailing list once a week with articles that show them why they need to upgrade their Web store. We also send emails once a month letting the prospects know what is going on in the business, and where they can find us. If we have their phone number, we call them once every couple of weeks to invite them to watch a live webinar, participate in a demo, or discuss possibilities with a sales manager.

5.1 Lead Generation Plan

Our advertising plan focuses on the large Microsoft events that happen each year. We want people to come meet with us so that we can show them all of the benefits of working with us. We also send out direct mail and email, all of which are tracked by the websites that they go to, or reports generated when emails are opened. All of our tracking systems integrate together so we can look at all of them at the same time.

6.0 Service Experience

All of our current clients have an open line of communication with us. If they have any questions or concerns, we are always available. One of the best ways to keep customer loyalty is showing them why they should be loyal. If we provide great service and a great product, there is no reason for them not to be loyal. We also have a great referral program for those who are so happy with our results, that they refer another company to us.

6.1 Loyalty Product/Service Offerings

Loyal customers, especially ones who give us testimonials and word-of-mouth referrals, receive either monetary rewards, or invitations to the events that we host for free. We also recognize our larger clients at our Microsoft events.

7.0 Critical Numbers

Our sales will be tracked using the same system that tracks our website visits and contact requests. Since we tend to have a limited customer base with large buy-ins, the individual service representatives will be responsible for reporting on transactions per customer and Platinum versus standard solution ratios.

7.1 Sales Forecast

We project sales of the standard eCommerce solution and the Platinum eCommerce solution will remain roughly equal throughout the first year, with both categories rising from $30-50k per month at the beginning of the year to $75k-$100k per month by the end of the year.
We have little direct cost of sales, since development and maintenance costs for the solution are accounted for as personnel operating expenses and equipment purchases.

Table: Sales Forecast

Sales Forecast			
	Year 1	Year 2	Year 3
Sales			
eCommerce Solution	$835,000	$1,002,000	$1,202,400
Platinum eCommerce Solution	$760,000	$912,000	$1,094,400
Other	$0	$0	$0
Total Sales	$1,595,000	$1,914,000	$2,296,800
Direct Cost of Sales	Year 1	Year 2	Year 3
eCommerce Solution	$83,500	$100,200	$120,240
Platinum eCommerce Solution	$76,000	$91,200	$109,440
Other	$0	$0	$0
Subtotal Direct Cost of Sales	$159,500	$191,400	$229,680

Sales Monthly

eCommerce Solution

Platinum eCommerce Solution

Other

Sales by Year


eCommerce Solution

Platinum eCommerce Solution

Other
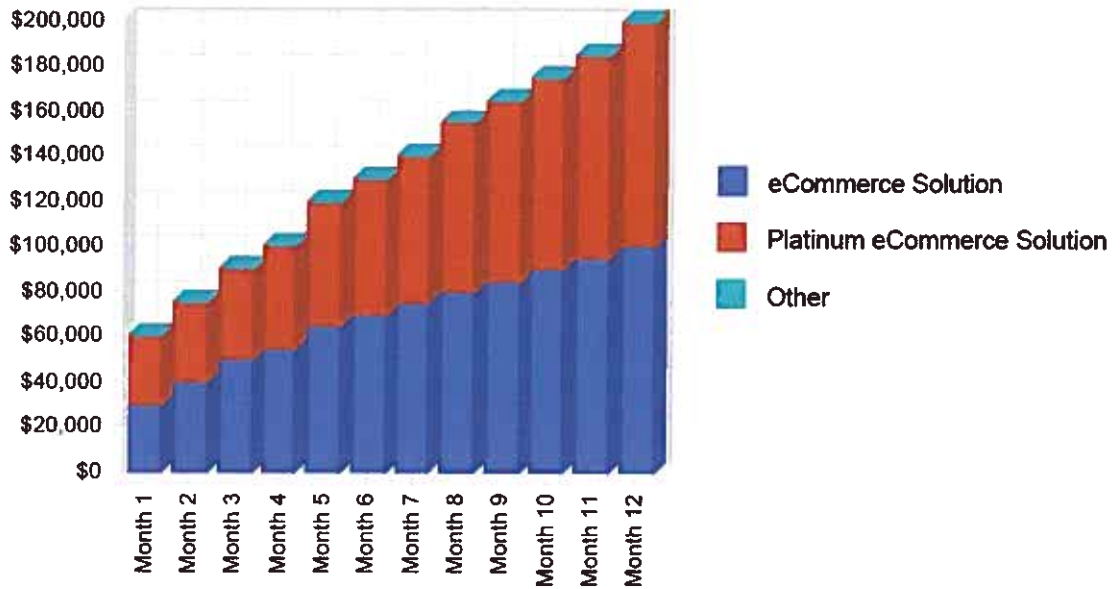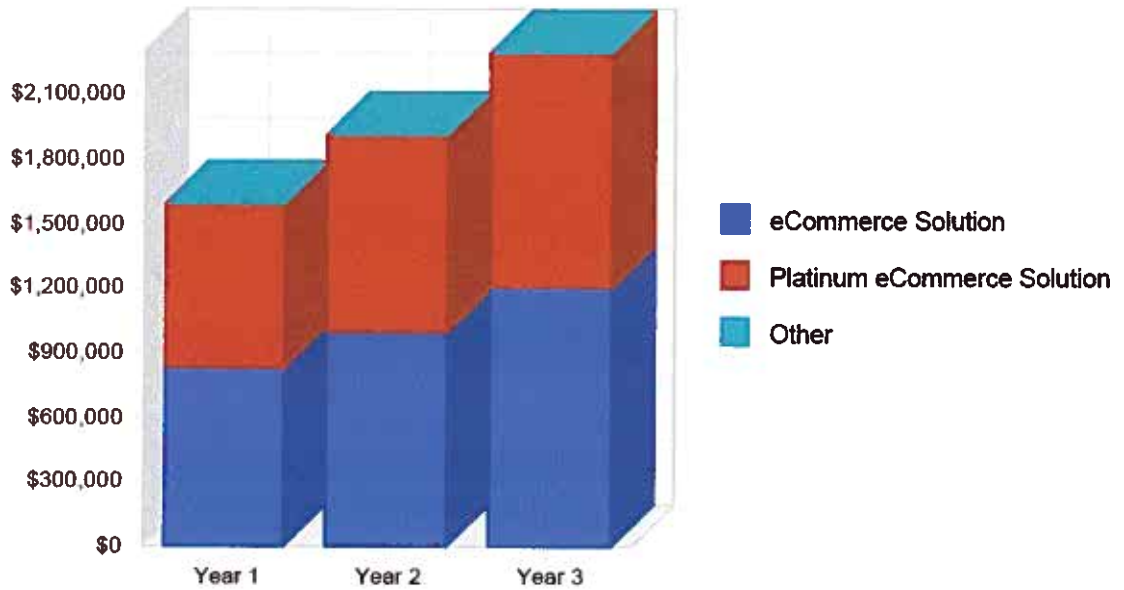
7.2 Marketing Expense Budget

There will be a monthly expenses associated with each month's direct mailing; the majority of this expense goes into purchasing the mailing lists we need to target our suspects effectively. In addition, we have irregular expenses related to preparing for and attending the conferences which our prospects are likely to attend, and for rewarding customer loyalty.

Table: Marketing Expense Budget

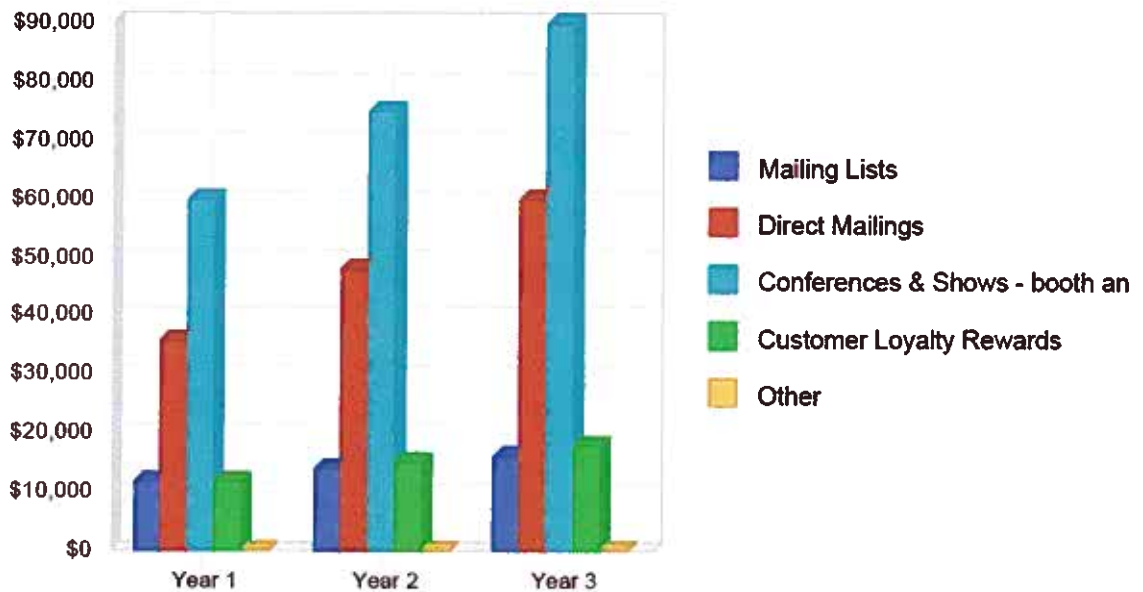| Marketing Expense Budget	Year 1	Year 2	Year 3
Mailing Lists	$12,000	$14,000	$16,000
Direct Mailings	$36,000	$48,000	$60,000
Conferences & Shows - booth and attendence	$60,000	$75,000	$90,000
Customer Loyalty Rewards	$12,000	$15,000	$18,000
Other	$0	$0	$0
Total Sales and Marketing Expenses	$120,000	$152,000	$184,000
Percent of Sales	7.52%	7.94%	8.01%

Monthly Expense Budget
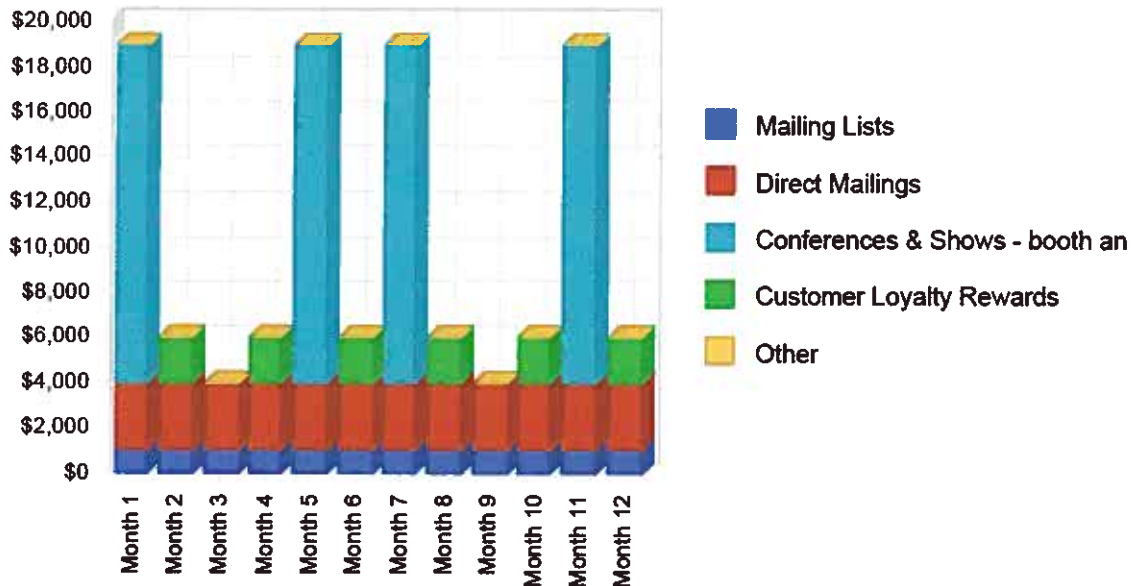
7.3 Key Marketing Metrics

Our goals are predicated on achieving a high conversion rate of our sales leads. We see the first time, entry level buyer as our prime customer prospect so we will need to generate lots of leads. If we can surpass our goals in sales leads we can, theoretically, convert a lower percentage into customers as still meet our revenue goals.
Eliciting testimonials and encouraging word-of-mouth referrals will be important in generating new leads.

Table: Key Marketing Metrics

Key Marketing Metrics	Year 1	Year 2	Year 3
Revenue	$1,595,000	$1,914,000	$2,296,800
Leads	38,100	50,000	80,000
Leads Converted	40.00%	40.00%	40.00%
Avg. Transactions/Customer	1	1	1
Avg. $/Customer	$1,500	$1,500	$1,500
Referrals	127	130	130
PR Mentions	6	0	0
Testimonials	21	25	25
Other	0	0	0

Annual Expense Budget

Legend:
- Mailing Lists
- Direct Mailings
- Conferences & Shows - booth an
- Customer Loyalty Rewards
- Other

Appendix

Table: Sales Forecast

Sales Forecast

Sales

		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
eCommerce Solution	0%	$30,000	$40,000	$50,000	$55,000	$65,000	$70,000	$75,000	$80,000	$85,000	$90,000	$95,000	$100,000
Platinume Commerce Solution	0%	$30,000	$35,000	$40,000	$45,000	$55,000	$60,000	$65,000	$75,000	$80,000	$85,000	$90,000	$100,000
Other	0%	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Sales		$60,000	$75,000	$90,000	$100,000	$120,000	$130,000	$140,000	$155,000	$165,000	$175,000	$185,000	$200,000

Direct Cost of Sales

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
eCommerce Solution	$3,000	$4,000	$5,000	$5,500	$6,500	$7,000	$7,500	$8,000	$8,500	$9,000	$9,500	$10,000
Platinume Commerce Solution	$3,000	$3,500	$4,000	$4,500	$5,500	$6,000	$6,500	$7,500	$8,000	$8,500	$9,000	$10,000
Other	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Subtotal Direct Cost of Sales	$6,000	$7,500	$9,000	$10,000	$12,000	$13,000	$14,000	$15,500	$16,500	$17,500	$18,500	$20,000

Appendix

Table: Marketing Expense Budget

Marketing Expense Budget	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Mailing Lists	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000	$1,000
Direct Mailings	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000	$3,000
Conferences & Shows - booth and attendence	$15,000	$0	$0	$0	$15,000	$0	$15,000	$0	$0	$0	$15,000	$0
Customer Loyalty Rewards	$0	$2,000	$0	$2,000	$0	$2,000	$0	$2,000	$0	$2,000	$0	$2,000
Other	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
Total Sales and Marketing Expenses	$19,000	$6,000	$4,000	$6,000	$19,000	$6,000	$19,000	$6,000	$4,000	$6,000	$19,000	$6,000
Percent of Sales	31.67%	8.00%	4.44%	6.00%	15.83%	4.62%	13.57%	3.87%	2.42%	3.43%	10.27%	3.00%

Appendix

Table: Key Marketing Metrics

Key Marketing Metrics

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenue	$60,000	$75,000	$90,000	$100,000	$120,000	$130,000	$140,000	$155,000	$165,000	$175,000	$185,000	$200,000
Leads	100	200	400	800	1,600	2,000	3,000	4,000	5,000	6,000	7,000	8,000
Leads Converted	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%	40.00%
Avg. Transactions/Customer	1	1	1	1	1	1	1	1	1	1	1	1
Avg. $/Customer	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500	$1,500
Referrals	0	0	1	2	4	8	16	16	16	16	24	24
PR Mentions	2	0	0	0	0	0	2	0	0	0	2	0
Testimonials	0	0	1	0	2	0	3	0	4	0	5	6
Other	0	0	0	0	0	0	0	0	0	0	0	0