

Marketing & Sales Goals

Describe a marketing tactic to be undertaken.

Marketing Tactic: Bring a friend for 15% discount each

Marketing aim (circle): Sales / Branding / Customer Service

Assigned to: Tom to send emailers. Ally to design flyers & posters

Expected return: 25-30% increase in word of mouth. 15% increase in sales

Method of measurement: Track sales used with voucher at point of sale

Completion date: Campaign running from June 1 - June 30

Notes: Concentrate on the shopping environment as shoppers will be with a friend. We can help them to enjoy their day out with friends and associate a positive feeling with our stores.

Leverage our email marketing list to notify customers of the offer.

Give flyers to solo-shoppers upon checkout.

Marketing performance report

List marketing tactics used in the past month and their performance.

Month: <i>June</i>				
Marketing tactic	Desired return	Actual return	Rating (1-10)	Future improvements
<i>Bring a friend for 15% discount</i>	<i>15% sales increase</i>	<i>17% sales increase</i>	<i>9</i>	<i>Dedicated bring a friend night, not month?</i>
<i>Free shipping on online orders</i>	<i>Increased satisfaction</i>	<i>3% improvement</i>	<i>4</i>	<i>To be analysed after a few months.</i>
<i>Founder & CEO twitter account</i>	<i>300 new followers</i>	<i>70 new followers</i>	<i>2</i>	<i>More posts, networking, let customers know</i>

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