

Action plan for sales and marketing

– example for a wholesale company selling decorative accessories and kitchenware

Month	This activity must be started	Deadline	Responsible
January	<ul style="list-style-type: none"> - Agree on a meeting before the end of January with the Inspiration chain of shops to clarify their interest in collaborating on shop-in-shop solution. - Update the website with new images and at least three new news items each month. 	31.1	Mia
February	<ul style="list-style-type: none"> - Participation at the Formland trade show in Herning; the stand is booked and manned. - Submit your business card and participate in the competition – and receive our next newsletter. - Repeat the home party success, where food and decorative accessories meet. - Call all the contacts made at Formland. Objective: To arrange a meeting with the contact. - Update the website. 	2.2 15.2 27.2	Mia
March	<ul style="list-style-type: none"> - News email module purchased for our website and existing customers entered into the newsletter database – if they give us permission. - Update the website. 	30.3 30.3	Anne
April	<ul style="list-style-type: none"> - Send articles about our new "Linda" series of kitchen utensils to weekly newspapers in Jutland. - Send a press release to the women's weekly magazine Alt for Dameme and other lifestyle magazines about the "Linda" series. - Update the website and send out the first newsletter 	30.4	Anne
May	<ul style="list-style-type: none"> - Go through the customer database to decide whether customers who have spent less than DKK 2,000 over the past two years should be contacted to drum up sales or deleted from the database. Objective: To sort out time-wasters. - Fix a date with the photographer for taking catalogue photos before the end of May. - Update the website. 	30.4	Anne
June	<ul style="list-style-type: none"> - Examine the concept for corporate Christmas gifts – focus on businesses in the local area. - Prepare for the Christmas shopping season. - Send out a newsletter about Christmas shopping. - Update the website. 		Mia Mia Anne Anne
July	<ul style="list-style-type: none"> - Update the website. 		Anne
August	<ul style="list-style-type: none"> - Send articles about our new "Linda" series of kitchen utensils to weekly newspapers on Zealand. - Send a press release to the women's weekly magazine Alt for Dameme and other lifestyle magazines about the "Christmas product". - Update the website. 	30.8	Anne Anne Anne
September	<ul style="list-style-type: none"> - Analyse the effect of the newsletters. Can they be improved to boost sales? Does the website support the newsletter properly? - Update the website. 	30.9	Anne Anne
October	<ul style="list-style-type: none"> - Send out an updated newsletter about Christmas shopping. - Update the website. 		Anne Anne