

Sample Sales and Marketing Plan

| GOAL | TARGET | STRATEGIES | TACTICS/MESSAGES | CALENDAR |
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| <i>Specific, measureable objectives to be accomplished in a time period.</i> | <i>Specific, reachable segments of people with similar needs or interests, motivations, demographics, locations, etc. How many organizations/people are there in each segment?</i> | <i>Strategies that will attract the specific people or organizations you're trying to reach with a compelling offer that meets their interests/needs.</i> | <i>Tools or channels you'll use to reach your targets. What's unique or special about your product/services/bio/history that will connect with people? Which messages will be persuasive?</i> | <i>Specify which activities you will do daily, weekly, monthly or quarterly to achieve your goals. What time of day or day of week is most effective for each activity?</i> |

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| Sample Goal #1: Increase sales between 9:30-11:30am from \$xx in 2013 to \$yy in 2014. | Existing and new customers who are parents of small children. --Live or work in 5 mile radius --Flexible schedules --Looking for social contact | Offer free coffee with \$5+ purchase between 9:30-11:30am Facilitate a knitting group Provide kids play area between 9:30-11:30am | Channels: Reach existing customers via email, blog, social media. Reach potential customers via website and social media, also promote via websites, listservs, publications. Print postcards/flyers. Message: "Family hours, easy parking meet other parents." | Ask customers if you can take photos and tag them on Facebook. Post reminders on Facebook and Twitter before and during the target time period. Create weekly promotion schedule. Distribute postcards or flyers at least once a |
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