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| --- | --- | --- | --- | --- | --- | --- |
|  | **Objective 1 (Example: Attract new customers)**  **Sample Marketing Grid – Tactical** | | **Objective 2 (Example: Win back past customers)** | | **Objective 3 (Example: Retain existing customers)** | |
| Direct Mail | Ongoing Practice | * (Example: Brochures quarterly) * xxx | Ongoing  Practice | * (Example: Hard copy newsletters quarterly ) * xxx | Ongoing Practice | * (Example: Brochures and flyers bimonthly.) * xx |
| Completed Action | * (Example: Postcard mailed 9/2012) * xxx * xxx | Completed Actions | * (Example: Brochure mailed 11/2012) * xxx | Completed Action | * (Example: Personalized letters mailed 7/2012) * xx |
| Future or Proposed  Actions | * (Example: New postcard to mail in 2014) * xxx * xxx | Future or Proposed  Actions | * (Example: Send “we miss you” letters) * xxx | Future or Proposed  Actions | * (Example: Flyers that profile long-term customers) * xxx |
| Electronic | Current Practice | * (Example: E-blast marketing communications monthly) * xxx * xxx | Ongoing Practice | * (Example: E-blast customized marketing communications monthly) * xxx * xxx | Ongoing Practice | * (Example: weekly member newsletter) * xxx * xxx * xxx * xxx |
| Completed Practice | * (Example; Sent e-blast to prospects of identified customer demographics on 9/2012) | Completed Action | * (Example: Sent promotional e-blast on 10/2012) | Completed Action |  |
| Future or Proposed  Actions | * (Example: Continue to enhance e-blasts and to craft messaging according to prospect type) * xxx | Future or Proposed  Actions | * (Example: Craft messaging according to prospect type) * xxx | Future or Proposed  Actions | * (Example: Provide more customer recognition in e-communications.) * xxx |
| Telephone | Ongoing  Practice | * (Example: Phone calls to prospects who submit product inquiries.) * xxx | Current Practice | * (Example: Staff calls past customers who haven’t purchased product in three years to ask why they are not visiting the online store anymore.) * xxx | Ongoing Practice | * (Example: Company PR Rep. calls new customers to thank them. * Xxx |
| Completed Practice | * xxx | Completed Action | * xxx | Completed Action | * xxx |
| Future or Proposed  Actions | * (Example: Aggressive call campaign to specific demographic) | Future or Proposed  Actions | * xxx | Future or Proposed  Actions | * xxx |
| Print Articles | Ongoing Practice | * (Example: Product features and reviews in magazines) | Ongoing Practice | * (Example: Product features and reviews in magazines) | Ongoing Practice | * (Example: Feature winning customers in magazines) |
| Completed Action | * xxx | Completed Action | * xxx | Completed Action | * xxx |
| Future or Proposed  Actions | * xxx | Future or Proposed  Actions | * xxx | Future or Proposed  Actions | * xxx |
| Print Ads | Ongoing Practice | * (Example: Targeted ads in determined publications) * xxx * xxx | Ongoing Practice | * (Example: Targeted ads in determined publications) * xxx * xxx | Ongoing Practice | * (Example: Reinforce value through ads in determined publications.) * xxx * xxx |
| Completed Action | * (Example: New ad created in June 2012) | Completed Action | * xxxx | Completed Action | * xxx |
| Future or Proposed  Actions | * (Example: Explore additional publications for running print ads) | Future or Proposed  Actions | * (Example: Explore additional publications for running print ads) | Future or Proposed  Actions | * xxx |
| Web | Ongoing  Practice | * (Example: Maintain and continually enhance company website) * xxx | Ongoing Practice | * (Example: Maintain and continually enhance company website) * xxx | Ongoing Practice | * (Example: Keep parts of website exclusive for current customers) |
| Completed Action | * (Example: Redesigned website in January 2012) * xxx | Completed Action | * (Example: Redesigned website in January 2012) * xxx | Completed Action | * (Example: Redesigned website and enhanced Customers Only sections, completed April 2012) * xxx |
| Future or Proposed  Actions | * (Example: Run banner ads on industry websites) * xxx | Future or Proposed  Actions | * (Example: Run banner ads on industry websites) * xxx | Future or Proposed  Actions | * (Example: Continue to build upon and strengthen Customers Only pages) * Xxx |
| Social Media | Ongoing  Practice | * (Example: Add Facebook icon with link to Company’s Facebook page on web marketing material) * xxx | Ongoing  Practice | * (Example: Add Facebook icon with link to Company’s Facebook page on web marketing material) * xxx | Ongoing  Practice | * (Example: Add Facebook icon with link to Company’s Facebook page on customer e-newsletters) * Xxx |
| Completed Action | * (Example: Created Company’s Facebook page in May 2012) * xxx | Completed Action | * (Example: Created Company’s Facebook page in May 2012) * xxx | Completed Action | * (Example: Created Company’s Facebook page in May 2012) * xxx |
| Future or Proposed  Actions | * (Example: Create social media plan) * (Example: Create LinkedIn Group) * xxx | Future or Proposed  Actions | * (Example: Create social media plan) * (Example: Create LinkedIn Group) * xxx | Future or Proposed  Actions | * (Example: Create social media plan) * (Example: Create LinkedIn Group to enhance communication between current customers) |