|  |  |  |  |
| --- | --- | --- | --- |
|  | **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
 | OngoingPractice | * (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 ProposedActions | * (Example: New postcard to mail in 2014)
* xxx
* xxx
 | Future or ProposedActions | * (Example: Send “we miss you” letters)
* xxx
 | Future or ProposedActions | * (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 ProposedActions | * (Example: Continue to enhance e-blasts and to craft messaging according to prospect type)
* xxx
 | Future or ProposedActions | * (Example: Craft messaging according to prospect type)
* xxx
 | Future or ProposedActions | * (Example: Provide more customer recognition in e-communications.)
* xxx
 |
| Telephone | OngoingPractice | * (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 ProposedActions | * (Example: Aggressive call campaign to specific demographic)
 | Future or ProposedActions | * xxx
 | Future or ProposedActions | * 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 ProposedActions | * xxx
 | Future or ProposedActions | * xxx
 | Future or ProposedActions | * 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 ProposedActions | * (Example: Explore additional publications for running print ads)
 | Future or ProposedActions | * (Example: Explore additional publications for running print ads)
 | Future or ProposedActions | * xxx
 |
| Web | OngoingPractice | * (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 ProposedActions | * (Example: Run banner ads on industry websites)
* xxx
 | Future or ProposedActions | * (Example: Run banner ads on industry websites)
* xxx
 | Future or ProposedActions | * (Example: Continue to build upon and strengthen Customers Only pages)
* Xxx
 |
| Social Media | OngoingPractice | * (Example: Add Facebook icon with link to Company’s Facebook page on web marketing material)
* xxx
 | OngoingPractice | * (Example: Add Facebook icon with link to Company’s Facebook page on web marketing material)
* xxx
 | OngoingPractice | * (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 ProposedActions | * (Example: Create social media plan)
* (Example: Create LinkedIn Group)
* xxx
 | Future or ProposedActions | * (Example: Create social media plan)
* (Example: Create LinkedIn Group)
* xxx
 | Future or ProposedActions | * (Example: Create social media plan)
* (Example: Create LinkedIn Group to enhance communication between current customers)
 |