**3. Sales and Marketing Plan**

We focus on the customer experience when the user comes into contact with the product or service to ensure that the designed features can deliver the expected benefits. These contact points and channels provide the context for *communication between the company and the market.* Marketing department needs to shape the form and content of the communication and the sales people want to increase business transactions resulting from it.

Once you have completed Part (1) and (2), formulate your sales and marketing plan.

|  |
| --- |
| Your key strategy or strategies |

Formulate your marketing plan with projected expenses:

|  |  |
| --- | --- |
| Item | Estimated Cost |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |

Consider the following:

• When will you begin your marketing campaign? \_\_\_\_\_\_\_\_\_\_\_\_ (date)

•What will be your sales channels? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

•Who will conduct sales training? \_\_\_\_\_\_\_\_\_\_ and When? \_\_\_\_\_\_\_\_\_\_\_\_\_ (date)

•What is your sales goal? \_\_\_\_\_\_\_\_\_\_\_\_\_\_ (number of units)

•When will you reach that goal? \_\_\_\_\_\_\_\_\_\_\_ (date)

•How many units will each company member need to sell to reach that goal?
 \_\_\_\_\_\_\_ (units)

Sales target per member \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sales target per member per week \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**New Media**

New media (web, social and mobile) have leveled the playing field to allow creative individuals more channels to showcase their talents.

World renowned agency, Dentsu[[1]](#footnote-0) has come up with the *“AISAS” model* to guide the development of marketing plan in the digital age.

You can consider the some of following examples and how they are suitable or appropriate for your company.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Media | **Attention** | **Interest** | **Search** | **Action**  | **Share** |
| Website | Create a website to document the ‘making of’ your great product | Co-creation with site visitors using your website as a platform for new ideas | Monitor site traffic to find out content consumption patterns | Pre-sales online with pre-order form (with specials) | Share event pictures to promote post-sales |
| Facebook | Create a Facebook page to build a fan base | Generate interest and validate market with prototype images | Share keywords to make it easy for others to look up the website | Announcements via Facebook | Share the links to the website and Instagram/Flickr |
| WhatsApp/Twitter/Wechat | Create WhatsApp, Twitter, WeChat channels | Share links to Facebook, Website, and Instagram or Flickr | Share hash tag and keywords | Promotional announcements | Share the links to the website and Instagram/Flickr |
| Instagram/Flickr | Create visual journals with Instagram and Flickr | Generate picture content to keep up the interest | Make it easy for others to look and share up images | Event picture galleries | Share event pictures to promote post-sales |
| YouTube | Video about your team and dream | Updates | Updates | Upload clips | Share event videos to promote post-sales |
| School | Create posters ready for in-school promotion | In-school co-creation workshops for volunteers | Link to your website through searching your school | Pre-sales at school | Share event pictures to promote post-sales |

1. http://www.dentsu.com/crossswitch/crossmedia.html [↑](#footnote-ref-0)