



### **Sample Plan 3**

#### **2022 Sales and Marketing Plan**

ANNUAL BASIS

#### **Ultimate Outcomes for 2022 – (Goals)**

1. Write 450 applications for the year
  - 200 Health
  - 200 Supplements
  - 50 Life
2. Update my database – and start contacting small businesses
3. Join and attend more networking groups (6 Degrees, Co-Merge)
4. Research association sites (i.e. Contractors)
5. Develop a presentation – 2-3 versions
6. Continue more personal development
7. Research all companies on USGCC and other small businesses
8. Work on Time Management

**Annual Revenue Projection: \$100,000-125,000**

#### **Annual Marketing Strategy**

1. WSPN – Referral Group – (2/month- 2<sup>nd</sup> and 4<sup>th</sup> Thursday)
  - a. Meet one on one with every member
  - b. Continue to work with Marilyn
  - c. Promote WSPN Basket and do home visits
2. Member of UCGCC – US Green Chamber of Commerce
  - a) Research and contact all businesses and set up meeting
  - b) Attend all the USGCC functions and mixers
3. Conduct at least 2-3 Health Care Reform seminars
4. Connect with P&C Agents to help with reciprocal referrals
5. Social Media – use to contact self-employed people
  - a. LinkedIn
  - b. FB
  - c. Twitter



6. Make 200 phone calls a week - calling USGCC members, from my database and all the business cards I have generated – from referral groups, networking, seminars, HH, fairs, tradeshow

7. Develop Strategy to connect to Hera Hub – co-working space

## **MONTHLY BASIS**

### **January 2022**

Ultimate Outcome: 37-38 applications

Monthly Revenue: \$12,000

Marketing Strategy

- 200 calls/week
- 30-40 walk/talks/week
- 2 -3 Networking events/week
- Email Campaign – 100/week
- Social Media – LinkedIn, FB – 20-30 contacts/week

### **February 2022**

Ultimate Outcome: 35 applications

Monthly Revenue: \$10,000

Marketing Strategy

- 200 calls/week
- 30-40 walk/talks/week
- 2 -3 Networking events/week
- Email Campaign – 100/week
- Social Media – LinkedIn, FB – 20-30 contacts/week

### **March 2022**

Ultimate Outcome: 37 applications

Monthly Revenue: \$12,000

Marketing Strategy

- 200 calls/week
- 30-40 walk/talks/week
- 2 -3 Networking events/week
- Email Campaign – 100/week



## **April 2022**

Ultimate Outcome: 37 applications

Monthly Revenue: \$12,000

Marketing Strategy

- 200 calls/week
- 30-40 walk/talks/week
- 2 -3 Networking events/week
- Email Campaign – 100/week
- Social Media – LinkedIn, FB – 20-30 contacts/week

## **May 2022**

Ultimate Outcome: 37 applications

Monthly Revenue: \$12,000

Marketing Strategy

- 200 calls/week
- 30-40 walk/talks/week
- 2 -3 Networking events/week
- Email Campaign – 100/week
- Social Media – LinkedIn, FB – 20-30 contacts/week

## **June 2022**

Ultimate Outcome: 35 applications

Monthly Revenue: \$10,000

Marketing Strategy

- 200 calls/week
- 30-40 walk/talks/week
- 2 -3 Networking events/week
- Email Campaign – 100/week
- Social Media – LinkedIn, FB – 20-30 contacts/week

## **July 2022**

Ultimate Outcome: 37 applications

Monthly Revenue: \$12,000

Marketing Strategy

- 200 calls/week
- 30-40 walk/talks/week



- 2 -3 Networking events/week
- Email Campaign – 100/week
- Social Media – LinkedIn, FB – 20-30 contacts/week

### **August 2022**

Ultimate Outcome: 37 applications

Monthly Revenue: \$12,000

Marketing Strategy

- 200 calls/week
- 30-40 walk/talks/week
- 2 -3 Networking events/week
- Email Campaign – 100/week
- Social Media – LinkedIn, FB – 20-30 contacts/week

### **September 2022**

Ultimate Outcome: 35 applications

Monthly Revenue: \$10,000

Marketing Strategy

- 200 calls/week
- 30-40 walk/talks/week
- 2 -3 Networking events/week
- Email Campaign – 100/week
- Social Media – LinkedIn, FB – 20-30 contacts/week

### **October 2022**

Ultimate Outcome: 37 applications

Monthly Revenue: \$12,000

Marketing Strategy

- 200 calls/week
- 30-40 walk/talks/week
- 2 -3 Networking events/week
- Email Campaign – 100/week
- Social Media – LinkedIn, FB – 20-30 contacts/week

### **November 2022**

Ultimate Outcome: 37 applications



Monthly Revenue: \$12,000

Marketing Strategy

- 200 calls/week
- 30-40 walk/talks/week
- 2 -3 Networking events/week
- Email Campaign – 100/week
- Social Media – LinkedIn, FB – 20-30 contacts/week

**December 2022**

Ultimate Outcome: 30 Applications

Monthly Revenue: \$9,000

Projects: National Finals Rodeo, Christmas