



Sample Plan 3

2024 Midyear Sales and Marketing Plan

SEMI-ANNUAL BASIS

Ultimate outcomes for second half of 2024 – (Goals)

1. Write 225 applications for the 2nd half of the year
 - 100 Health
 - 100 Supplements
 - 25 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

Semi-Annual Revenue Projection: \$50,000 - \$70,000

Semi-Annual Marketing Strategy

1. WSPN – Referral Group – (2/month- 2nd and 4th Thursday)
 - a. Meet one on one with every member
 - b. Continue to work with Marlyn
 - 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

June 2024

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 2024

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 2024

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 2024

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 2024

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 2024

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 2024

Ultimate Outcome: 32 Applications

Monthly Revenue: \$9,000

Projects: National Finals Rodeo, Christmas