

4<sup>th</sup> Quarter, 2002

*A marketing strategy to quickly increase Acme' sales of research assays, and to further improve Acme' image, by using computer and internet services to identify potential customers, and establish effective communications with them.*

1-3 = priority    () = Assigned to...    Recent additions

### I. Identify Potential Customers

#### A. Find new potential customer names and contact information

1. Current lead sources
  - a) Catalog request forms from web site (RJ & P)
  - b) Emails sent to info@Acme.com (web site email address) (RJ & P)
  - c) Phone inquiries to Acme (RJ & P)
  - d) Trade Show/Meeting inquiries (RJ)
  
2. Proposed new lead sources
  - a) Search for potential customers
    - (1) Review pertinent research web sites for contact names 1
      - (a) Define target audience
        - (i) Develop search keywords and phrases 1 (GA)
          - (a) Collect input from Acme employees 1 (SE & Sar) ✓
        - (b) Identify valuable sites for searches 1
          - (i) Research projects/grants 1+
            - (a) 'Commerce Business Daily', 'Federal Research in Progress' database (\$350/yr – 30 days free), etc. (RJ & GA)
            - (b) Identify grants to Hospitals (GA)
            - (c) Identify grants by oxidative stress related diseases (GA)
          - (ii) Research citations 1 – PubMed, etc. (GA)
          - (iii) Professional Organizations 1 - Oxygen Society, etc
            - (a) Bulletin Boards
              - (i) Study if sales staff should participate 3 (GA)
              - (ii) Build monitored 'Acme Oxidative Stress Discussion' bulletin board 3 (GA)
            - (iv) Newsgroups 2 - sci.life-extension, etc (GA)
        - (c) Collect contact info into Goldmine for sales follow-up 1 (RJ, P & GA)

- (2) Identify primary resident researchers at research institutions
  - (a) Phone survey 2 (RJ & P)
- (3) Develop distributors to generate more sales 1
  - (a) Define individual distributor descriptions 1 (GA & RJ)
  - (b) Develop distributor sales plan 1 (GA)
    - (i) Generate leads for distributors 1 (GA)
    - (ii) Define promotion to increase short term sales 1 (RJ & GA)
    - (iii) Survey for further needs 2 (GA)

### B. Organize contact information for sales follow-up

1. Goldmine Contact Relations Management software
  - a) Prepare sales lead database 1 (RJ & GA)
    - (1) Update Goldmine to free v5.5 1 (GA) ✓
    - (2) Define required lead information 1 (RJ & GA) ✓
      - (a) Add lead origin and feedback fields to Goldmine (ongoing) 1 (GA) ✓
    - (3) Setup Goldmine synchronization– AbiTEq to Acme 1 (GA)
      - (a) Buy GoldSync 1 (GA)
      - (b) Setup sync procedure 1 (GA)
  - b) Audit Goldmine database email & mail lists for quality 1 (GA)
    - (1) Report to Sharon 1 (GA)
      - (a) 'what we have' (GA)
      - (b) projects to improve list quality (GA)
      - (c) Match against Platinum list (isn't Platinum cleared regularly?) (GA)
    - (2) Prioritize A= Excellent, B=Good, C=Average, or remove 1 (RJ, GA, P)
  - c) Purchase Winfax software to allow faxing from Goldmine 1 (GA)
    - (1) Install 1 (GA)
  - d) Setup templates and other shortcuts 1 (GA)
  - e) Train Ray J. and Phillip on Goldmine 1 (GA)
  - f) Correct problems such as field length 1 (GA)
2. Improve order entry and sales reporting 3 (Sales, SE & GA)
  - a) Streamline order entry procedures 1 (GA)
    - (1) Review Platinum for improvements 1 (GA, RJ, SE & M) ✓
      - (a) For update (GA, RJ, SE & M) ✓
      - (b) For additions (GA, RJ, SE & M) ✓
    - (2) Build sales reports in Platinum 1 (GA)
      - (a) Install Crystal Reports 1 (M & GA)) ✓ (Michelle's and George's Acme computers only, so far)
      - (b) Define report needs 1 (GA) ✓
      - (c) Author reports 1 (GA)
    - (3) Review current problem of duplication of order entry in Goldmine 1 (GA)
      - (a) Define order detail needs 1 (GA) ✓
      - (b) Add procedures/fields as needed 1 (GA)

- (i) Review possible custom interface to Platinum 1 (GA & MIS Consulting)

## II. Communicate with Potential Customers & Distributors – Promotion

### A. *Improve existing AcmeResearch.com Web Site*

1. Review company division names for logical organization 2 (GA & SE)
  - a) Redesign Acme.com to reflect different target audiences 2 (GA)
    - (1) Target areas: Research assays, Ergo & BRD 2 (SE & GA)
2. Increase promotional content in site (versus technical)
  - a) Display primary sales messages on Home page 1 (RJ & GA)
  - b) Add promotional text about primary products 2 (RJ & GA)
3. Add educational materials to web site
  - Increases web site attendance, builds Acme credibility and encourages product usage through increased understanding of product benefits.
  - a) General “Free Radical Biochemistry” educational resources
    - (1) Expert 2 (Denny & Bob)
    - (2) Novice 3 – Investors, students, employees (RJ & GA)
  - b) Product related education
    - (1) Procedures and tips for using Acme products 2 (RJ & GA)
    - (2) Applications of Acme products 2 (P)
    - (3) Theory of Acme products 3 (RJ & GA)
    - (4) Research aids on oxidative stress – Citations, etc 2 (RJ & GA)
  - c) Special Features
    - (1) “Tech Corner” 2 – Applications (P)
    - (2) “Distributor Corner” 2 (RJ)
      - (a) Review distributor information needs with RayJ and distributors (GA)
      - (b) PowerPoint training 3 (RJ & GA)
4. Sales / Product support area
  - a) Call center
    - (1) Improve sales department phone system
      - (a) Direct Toll free Sales number 3 (Kevin & GA)
      - (b) Auto holding queue w/ voice mail option 1 (Kevin & GA)
  - b) Add Acme web site support chat area 3 (GA)
    - (1) Respond on support chat area 3 (P)
  - c) Update existing ‘Frequently Asked Questions’ area of web site 2 (RJ & P)

5. Introduce Acme' interest in buying third party, oxidative stress assays on web site **1** (SE & GA)
6. Show primary web pages in different languages **3** (GA)
7. Explore related, non-competitive web sites for joint marketing **3** (GA)

### *B. Implement regular email campaigns*

1. Promotional email messages
  - a) Promote web site **1** (GA)
  - b) Product announcements and promotions **1** (RJ & GA)
  - c) Citations Database announcement **2** (GA)
  - d) Request market survey participation **3** (GA)
  - e) Begin 'Promoting' research projects that do not exist **3** (GA)
    - (1) "Have you considered research in oxidative stress related to your field..." (GA)
2. Distributor promotion/information email messages **1** (GA)
  - a) Collect distributor contact lists with titles (mgr, outside sales, inside sales, etc) **1** (RJ & GA)

### *C. Continue postal mailings*

1. Catalog
  - a) Buy Quark software **2** (GA)
  - b) Convert Catalog file to PC format from Mac **2** (GA)
  - c) Design new catalog for 1<sup>st</sup> quarter **2** (GA)
2. Other lit - Product tri-folds, stickers, etc **1** (RJ & GA)
  - a) Review stock and stocking procedures **1** (GA)
  - b) Get immediate new product brochure out asap **1** (Grapevine & GA)
  - c) Buy Quark software (see above) **2** (GA)
  - d) Be prepared to design new tri-folds as needed **2** (GA)
    - (1) Four older products targeted for re-issue **2** (RJ & GA)
      - (a) Multiples in envelope vs individual mailers?
3. Review distributor literature needs **2** (GA)
  - a) Stocking procedures **2** (GA)
  - b) Develop literature order form? **1** (GA)

### *D. Increase phone solicitations based on leads **1** (R and P)*

1. Enlist distributors to call leads too **2** (GA)

### *E. Indirect promotion*

1. Increase traffic to web site by promoting address
  - a) Share links to Acme with related sites **3** (GA)
  - b) Improve search engine placement **1** (GA)
  - c) Use URL in all literature (prominent display of URL – not just footer) **1** (RJ)
  - d) Email campaign **1** (GA)