










Strategic Plan

Web Specialists: Action Plan

Date Revised: April 4, 2012

Priority	Objectives, Goals & Action Items	Who	Start Date/ End Date	Target, Measure	% Complete/ YTD	Status/ Variance
1 Revenue Growth: Grow our revenue by 30% each year						
High	1.1 Generate sales of \$1 million by the end of the year. (Source:Quick Books)	Administration	01/01/12 12/31/12	\$1,000,000 \$ in sales	\$175,000	\$-825,000
Normal	1.1.1 Professional Consulting: Generate \$200,000 in web design consulting <i>Comments on Status: 03/27/12 - finally achieved (VL) 03/22/12 - Test (VL)</i>	Web Specialists	01/01/12 12/31/12	200,000 \$	54,700	-145,300
3 Current Customers: To be viewed as the valued and effective technology resource in the western region						
Normal	3.3 Provide new service packages to help clients achieve more success.	Web Specialists	01/01/12 12/31/12	12 # of new packages developed	10 %	
Normal	3.3.1 Develop web page to promote/sale new service packages.	Web Specialists	01/01/12 10/31/12	100% % complete	62 %	
Normal	3.3.1.1 Create sales copy for new service packages.	Sue Smith	01/01/12 07/31/12	100% % complete	0 %	
Low	3.3.2 Complete 3 online focus groups to explore pricing and value of new service packages. <i>Comments on Status: Completed ahead of schedule.</i>	Customer Service	01/01/10 06/30/12	3 # of online focus groups held	50 %	
Normal	3.3.2.1 Complete a competitive pricing analysis	Mikey Hougland	02/08/09 03/19/12	100% % Complete	80 %	
Normal	3.3.2.2 Organize participants for the first focus group <i>Comments on Status: Completed!</i>	Sue Smith	02/08/10 03/31/12	100% % Complete	100 %	
4 New Customers: Increase new customer base by being viewed as the professional partner of choice.						
High	4.1 Reach a 15% annual increase in new customers over the next 2 years. <i>Comments on Status: 04/01/2010 - Changed the strategy 03/21/2011 - Using new advertising method</i>	Sales/Marketing	01/01/12 12/31/13	15% % increase in customer base annually	9%	-6%
Normal	4.1.1 Implement marketing campaign to draw in new markets. <i>Comments on Status: 4/01/10 - Initial materials completed for marketing campaign.</i>	Sales/Marketing	01/01/11 12/31/12	100% % completed	55 %	
Normal	4.1.1.3 Create new web pages (rough draft) for the campaign promotion.	Randall Scion	06/01/12 05/31/13	100% % Complete	0 %	
6 Sales/Marketing: Consistently communicate our value proposition across all mediums and increase awareness of our organization.						
Normal	6.1 Attract: Increase the overall traffic to website by 20% (ended 2011 at 145,000 monthly unique visits).	Web Specialists	01/01/12 12/31/12	174,000 Total visits	169,000	-5,000
Normal	6.1.1 Web site: Update Google AdWords, home page and landing pages on a quarterly basis. <i>Comments on Status: A little behind, but almost there!</i>	Web Specialists	08/01/11 12/30/12	100% % Complete	85 %	

High	6.1.1.1 Perform quarterly update of website with focus on home page and landing pages.	John Smith	04/02/11 12/01/12	100% # of updates	68 %	
Normal	6.1.1.2 Manage high performance of Google AdWords (click through and conversions). <i>Comments on Status: CTR improved 32% since last year.</i>	John Smith	01/01/11 12/31/12	100% % Complete	5 %	
Normal	6.2 Convert: Increase the number of leads who become customers from 20% to 25%.	Web Specialists	01/01/12 12/31/12	25% # of leads who become customers (Performable)	24.05%	-0.95%
Normal	6.3 Blogs & Newsletters: Consistently timely relevant thought leadership that is developed, published and preserved.	Web Specialists	01/01/12 12/31/12	100 % complete	33 %	
Normal	6.3.1 Write 1 blog post per week	Web Specialists	01/01/12 12/31/12	52 # of blog posts	20 %	
Normal	6.3.2 Write 2 newsletters per month.	Administration	01/01/12 12/31/12	2 # of newsletters	33 %	
Normal	6.3.2.1 Launch direct mail program with newsletters <i>Comments on Status: email written</i>	Rebecca Currie	09/01/12 12/31/12	6 # of newsletters	50 %	
7 Innovation/Product Development: Continue to develop technology innovation.						
Normal	7.1 Launch integration with 2 other applications	IT Group	08/01/11 11/01/12	100% % complete	100 %	
Normal	7.1.1 Map out entire integration process <i>Comments on Status: In progress, but this is a monster task and will likely take longer than the target date that has been set.</i>	Web Specialists	01/01/12 05/31/12	100% Map completed	15 %	
8 Training: Actively help our team to develop and grow professional and personally by supporting a flexible work life, providing intellectually engaging work, and fair compensation.						
High	8.1 Create technology library and resource center	Web Specialists	07/01/12 09/30/13	100% % complete	0 %	
High	8.1.1 Research recommended reading list and best practices related to technology	Administration	10/01/12 12/31/13	50 # of titles collected	10	-40
Normal	8.1.1.1 Use the internet to locate strategic planning titles, reading lists, professional organizations	JoAnne Rogers	03/12/12 04/02/13	15 # of books located	100 %	
11 Long Term Strategic Objective (No assignment, far reaching and broad based, 3-5 years out) [**Sample Goal Cascading**]						
High	11.1 Organizational Goal (Corporate-wide, generally not assigned, 18-24 months) [**Sample Goal Cascading**]	Administration	01/01/12 12/31/13	100% % complete	0 %	
High	11.1.1 Department Goal [Corporate Action Item] (Assigned to the Department responsible for seeing that the goal and its actions are completed, 12-18 months) <i>Comments on Status: Numbers calculated from accountant for first quarter.</i>	Customer Service	01/01/11 02/01/12	\$5,000 \$	60 %	
Normal	11.1.1.1 Team Member Goal (or Dept Actions) (Assigned to Team Member responsible for seeing this goal completed, 6-12 months) <i>Comments on Status: Completed 4/18/2011</i>	John Smith	01/01/14 12/31/14	100% % Complete	100 %	