

	<b>Example</b>	Jan + Feb	Mar + Apr	May + Jun
<b>Product / Business Unit</b>	Web Design Department			
<b>SMART Objective</b>	Get 10 new sites before end of month.			
<b>Target</b>	Tradespeople with no website			
<b>The Offer</b>	4 page basic + Contact form \$399			
<b>The Sweetener</b>	Free Custom web Banner			
<b>Special Occasion</b>	Fathers Day			
<b>Campaign Tagline</b>	"Treat yourself to a new business tool"			
<b>Advertisement 1</b>	Local paper Display ad			
<b>Advertisement 2</b>	Classified Text Ad			
<b>Photo / Image</b>	Tradie kisses computer screen			
<b>Press Article</b>	How trades are going online			
<b>Web Page</b>	FAQ about the sites			
<b>Blog Post</b>	Why tradies need a website			
<b>Twitter</b>	Fathers Day special...			
<b>Facebook</b>	Fathers Day special...			
<b>Video</b>	Demo of what will look like.			
<b>Direct Mail</b>	Letter to 100 tradies without site: "Why treating yourself this Fathers Day might be your best investment this year.			
<b>Unaddressed Mail</b>	Postcard to PO Boxes in Mitta / Moss Vale			
<b>Something Else or New</b>	Used Free Google Adwords trial.			
<b># Webpage hits</b>	127			
<b># Enquiries: Phone / Email</b>	36 (20 / 16)			
<b># Quotes Sent / Appointments</b>	32			
<b># Sales</b>	19 signed up			
<b>Notes</b>	<i>The letter nailed it. Only 6 views of the video, so not worth the time because offer is over.</i>			