

CF Group – Proposed Marketing Activity Plan 2000



1 Target Market

- Existing Clients
- Vertical & Specialty Markets (by salesperson)
 - CLR – Airline/Cargo
 - ASC – Publishers
Ad Agencies
 - LAM - Pharmaceuticals
Diagnostic/medical Labs
 - MJC - Hotels – privately owned
 - QQQ - Print Management ???

*Focus
with
subscribers*

2 Prospect Database

- Purchase new prospect lists for target markets above
- Convert, cleanse, maintain existing prospect lists from Pioneer and update data on a regular basis

3 Direct Mailings

- Schedule mailshots to existing print management clients launching a new way of ordering via CF website (April 2000)
- Carry out monthly promotional mailing to a selective market including promotional device

Telemarketing

- Seize services provided by Pioneer and implement an inhouse telemarketing service.
- Schedule telemarketing campaigns by market for lead generation
- Contact PM clients – to announce new ordering facility via website and also conduct surveys to monitor feedback, to increase level of services

Website

- Improve existing site functions by using it as a tool for taking orders and quotations
- Review & Schedule phases of improvements to the site including a shopping cart and Quark templates
- Monitor competitor's sites to keep up with industry

Promoting the Website

- Promote via PM client through their own communications; intranet, newsletters, maishots and any other source of communication that is relevant
- Promote via DMIA website

Name Awareness

- Research possibility of relaunching CF newsletter to be distributed via fax and mail on a monthly/quarterly basis to existing clients and warm leads (possibly try advertising specials/discounts)
- Research promotional/sponsorship opportunities

Promotional Pieces

- Design & Print Mailer for launch of website
- Review all other marketing literature

Research Other Marketing Opportunities

- Advertising – Trade Publications, Directories & Journals
- Exhibitions