

## Online Marketing Tactical Schedule

Tactic	Detail	Schedule											
		Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Search Engine Optimisation	Search engine optimisation should be done for your updated website and will need to be revisited in approx 6 months.												
Search Engine Marketing	Search engine marketing should be an ongoing tactic used so people can find <website> for key searches.												
Email Direct Marketing	It is recommended that email direct marketing is used for a relaunch in June with a means of achieving database growth. This tactic should then be used frequently as a means of attracting new visitors.												
Linking Campaigns	The linking campaigns should be done as part of your SEO activity and will require an initial burst and a revisit in approx 6 months.												
Opt in Email (newsletter)	Weekly newsletter to subscribers. This can start once the database has been added to (and cleansed).												
Special offers email	This will be used as required (defind by advertising spend).												
Online advertising	It is recommended online advertising is used in the first instance to achieving branding and awareness.												
Affiliate Marketing	Affiliate marketing can be used to increase your database in the early stage of the campaign.												

These timings have allowed a start date in June for your online marketing. This will provide some time to update your website and provide additional functionality.

## Online Marketing Cost Estimate

Tactic	Detail	Schedule												Costing Notes	
		Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May		
Search Engine Optimisation	Search engine optimisation should be done for your updated website and will need to be revisited in approx 6 months.	\$750	\$750								\$450				Based on a \$150 hourly rate.
Search Engine Marketing	Search engine marketing should be an ongoing tactic used so people can find <website> for key searches.	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	
Search Engine Management	Management of SEM activities including basic monthly update + setup in the first month.	\$1,800	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	10 hours setup +2 hours a month.
Email Direct Marketing	Email direct marketing to be used for a relaunch in June with a means of achieving database growth. This tactic should then be used frequently as a means of attracting new visitors. Allows for email to 10000 people each campaign (3 p.a)	\$4,000	\$4,000				\$4,000					\$4,000			10,000 records at 35 cents + \$500 setup each send
Email Template	Creation of an email template for email direct marketing campaigns. (Includes design and build. Assumes content will be provided).	\$1,200													Estimate only
Linking Campaigns	The linking campaigns should be done as part of your SEO activity and will require an initial burst and a revisit in approx 6 months.	\$900									\$300				6 hours setup, 2 hours review
Opt in Email (newsletter)	Weekly newsletter to subscribers. This can start once the database has been added to (and cleansed).			\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	Estimate only
Newsletter template	It is recommended that a new newsletter template is created.	\$1,800													
Online advertising	It is recommended online advertising is used in the first instance to achieving branding and awareness.	\$5,000	\$5,000												Estimate
Affiliate Marketing	Affiliate marketing can be used to increase your database in the early stage of the campaign.	\$5,000	\$5,000									\$5,000			Estimate
Banner creative	Allows for 1 flash concept to be developed in 2 sizes.	\$1,800													
Total (pre GST		\$23,050	\$15,850	\$1,400	\$1,400	\$1,400	\$5,400	\$1,400	\$1,400	\$1,400	\$2,150	\$10,400	\$1,400	\$1,400	

**\$66,650**

## Traffic Forecast

Tactic	Detail	Schedule												Notes
		Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
Referral traffic from website	Any refer a friend traffic from website.	1000	1050	1103	1158	1216	1276	1340	1407	1477	1551	1629	1710	Assumes a 5% increase each month as traffic increases.
Search Engine Optimisation	Search engine optimisation should be done for your updated website and will need to be revisited in approx 6 months.	1000	1000	1000	1500	1500	1500	2000	2000	2000	2000	2000	2000	Assume gradual increase as SEO takes effect.
Search Engine Marketing	Search engine marketing should be an ongoing tactic used so people can find you for key searches.	1600	1600	1600	1600	1600	1600	1600	1600	1600	1600	1600	1600	based on a CPC avg of 50 cents
Email Direct Marketing	It is recommended that email direct marketing is used for a relaunch in June with a means of achieving database growth. This tactic should then be used frequently as a means of attracting new visitors.	2000	1000				2000				1000			Assumes 10,000 emails sent a time with a 10% CTR. Assumes that of the 4 campaigns, 2 are using an incentivised d/b and have a CTR of 20%
Linking Campaigns	The linking campaigns should be done as part of your SEO activity and will require an initial burst and a revisit in approx 6 months.	100	100	100	100	100	100	100	100	100	100	100	100	If 20 sites each refer 5 people a month.
Opt in Email (newsletter)	Weekly newsletter to subscribers. This can start once the database has been added to (and cleansed).			200	210	232	243	255	268	281	295	310	326	Assume 2000 subscribers and a CTR of 10%.
Online advertising	It is recommended online advertising is used in the first instance to achieving branding and awareness.	400	400											Assumes 100,000 impressions each month with a 0.4% CTR
Affiliate Marketing	Assumes a CPA of \$3.50. Assumes 4 visits to one conversion.	5714	5714								5714			
Campaign based referral	Referral competition to coincide with major traffic driving activities.	1400	1400				1400				1400			Assume 2000 competition entrants each refer one friend and 70% of friends visit site.
<b>Total</b>		<b>13214</b>	<b>12264</b>	<b>4003</b>	<b>4568</b>	<b>4647</b>	<b>8119</b>	<b>5295</b>	<b>5375</b>	<b>5459</b>	<b>13661</b>	<b>5639</b>	<b>5736</b>	

87980

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## Membership Acquisition

Tactic	Detail	Schedule												Notes
		Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
Referral traffic from website	Any refer a friend traffic from website.	100	105	110	116	122	128	134	141	148	155	163	171	Assumes 10% of traffic join as members.
Search Engine Optimisation	Search engine optimisation should be done for your updated website and will need to be revisited in approx 6 months.	100	100	100	150	150	150	200	200	200	200	200	200	Assumes 10% of traffic join as members.
Search Engine Marketing	Search engine marketing should be an ongoing tactic used so people can find SocialSeen for key searches.	160	160	160	160	160	160	160	160	160	160	160	160	Assumes 10% of traffic join as members.
Email Direct Marketing	It is recommended that email direct marketing is used for a relaunch in June with a means of achieving database growth. This tactic should then be used frequently as a means of attracting new visitors.	200	100				200				100			Assumes 10% of traffic join as members.
Linking Campaigns	The linking campaigns should be done as part of your SEO activity and will require an initial burst and a revisit in approx 6 months.	10	10	10	10	10	10	10	10	10	10	10	10	Assumes 10% of traffic join as members.
Opt in Email (newsletter)	Weekly newsletter to subscribers. This can start once the database has been added to (and cleansed).			20	21	23	24	26	27	28	30	31	33	Assumes 10% of traffic join as members.
Online advertising	It is recommended online advertising is used in the first instance to achieving branding and awareness.	40	40											Assumes 10% of traffic join as members.
Affiliate marketing	Assumes a CPA of \$3.50.	1429	1429								1429			Assumes 10% of traffic join as members.
Campaign based referral	Referral competition to coincide with major traffic driving activities.	140	140				140				140			Assumes 10% of traffic join as members.
<b>Total per month</b>		<b>2179</b>	<b>2084</b>	<b>400</b>	<b>457</b>	<b>465</b>	<b>812</b>	<b>530</b>	<b>538</b>	<b>546</b>	<b>2223</b>	<b>564</b>	<b>574</b>	
<b>Accumulative database</b>	Database size with growth each month including existing database of 850	<b>3029</b>	<b>5112</b>	<b>5512</b>	<b>5969</b>	<b>6434</b>	<b>7246</b>	<b>7775</b>	<b>8313</b>	<b>8859</b>	<b>11082</b>	<b>11646</b>	<b>12219</b>	

Please note that as the website receives more repeat traffic, the acquisition rate may slow down from what is shown.

