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| **Stages** | **Considerations** | **What do we need to do next?** |
|  | **Where are we now?*** Goal performance
* Customer insight
* E-Marketplace SWOT
* Brand Perception
* Internal capabilities & resources
 |  |
|  | **Where do we want to be? (5’s)*** Sell – Customer acquisition & retention targets
* Serve – Customer satisfaction targets
* Sizzle – Site stickiness and visit duration
* Speak – Number of engaged customers
* Serve – Quantified efficiency gains
 |  |
|  | **How do we get there?*** Segmentation, targeting and positioning
* OVP (Online value proposition)
* Sequence (credibility before visibility)
* Integration (consistent OVP) and database
* Tools (web functionality, email etc.)
 |  |
|  | **How exactly do we get there? (Strategy)*** E-Marketing mix including communications mix, social networking, what happens and when
* Details of contact strategy
* E- Campaign initiative schedule
 |  |
|  | **The details of the tactic: who, what and when*** Responsibilities and structures
* Internal resources and skills
* External agencies
 |  |
|  | **How do we monitor performance?*** 5’s + Web analytics – KPI’s
* Usability testing/mystery shopper
* Customer satisfaction surveys
* Site visitor profiling
* Frequency of reporting
* Process of reporting and actions
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