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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 |  |