

# **Feed-back.com's Business Improvement Project:**

## **Overview for Client (Sample)**

### **Objective:**

Identify cost-effective actions and resources to grow business revenues

### **Websites:**

1. Improve mobile interfaces of existing websites (\$200.00 - subcontractor)
2. Develop a new SEO-enhanced ecommerce website to promote best-selling products and remove those products from the old sites (\$1000.00 - subcontractor)
3. Create another new site for custom projects (\$500.00 - subcontractor)
4. SEO revisions / old site updating as possible (\$50.00 monthly - subcontractor)

### **Marketing:**

1. Set up, post to, and update social media pages (\$100.00 monthly - subcontractor)
2. Review e-mail correspondence and create a master customer database (staff)
3. Create coded e-mail campaigns introducing customers to new site, referral bonuses, social media pages, special discounts / offers, etc. (staff)
4. Promote custom projects to "aged-out" customers (staff)

### **Monitoring:**

1. When the new site outperforms the old ones, redirect them (\$50.00 - subcontractor)
2. Track e-mail response rates and tweak content / targets accordingly (staff)
3. Evaluate progress and additional advertising / marketing options with Feed-back.com (free)