



MARKETING PLAN

APRIL 2018

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Bootprints
studio

"ALWAYS LEAVING AN IMPRESSION"

TABLE OF CONTENTS

Executive Summary	
Company Description	2
Background	3
Vision and 2019 Goals	
Vision	4
Goals	4
Marketing Strategy	
Equity	6
Target Market	7
Marketing Mix	9
Types of Products	17
Sample Products	18
Advertising and Media	19
Pricing Strategy	22
Distribution	22
Marketing Budget	23
Measurement Plan	24



EXECUTIVE SUMMARY

COMPANY DESCRIPTION

Bootprints Studio LLC, dba Bootprints Studio, a military themed online stationery store, owned and operated by Shannon and Anthony LaNasa III, located online where it will offer on demand digital and printed stationery items to the military community and military units beginning December 2018.

My husband, Anthony, has been in the military since 2001. We have been together for twelve years, married for seven. During that time, I've looked for ways to serve my country along with him, the best way I know how. I currently offer my services to his unit for any graphic projects they may have, and have also served as a Family Readiness Group leader on several occasions. After looking online for products offered to the military community to celebrate our unique events, I felt there was a hole in the market that I could fill.

I have been a graphic designer for twelve years. I am currently a graphic designer for NASA, where I have gained experience in government guidelines and regulations, which will be helpful when fulfilling military unit orders. As mentioned, I have already worked one-on-one with service members to fulfill requests such as flyers, shirts, and coins for their units. My husband is an important key member to Bootprints Studio because he is the subject matter expert for all military standards and protocols.

Military families are often forgotten because service members are mainly in the spotlight for various reasons; deployments, etc. No one really takes the time to think about those they leave behind. Bootprints Studio puts those in the military community in the forefront. Because I have been part of that community for so many years, I have the background and knowledge of what they are looking for to celebrate special occasions that are unique to them. Military family members do not have time to scourer the internet searching among multiple sites to find something they like. Bootprints Studio will be the go-to website for military stationery for all military branches. Because our service members are stationed all over the world, opening an online store seemed the best option to allow everyone in the military community access to products geared toward them.

BACKGROUND

With plans to open for business in December of 2018, Bootprints Studio currently does not have market share within its target market. Although we are unknown and have no prior business experience, with reliance on printing vendors to ensure superior print products, the company already has multiple strengths including our military nitch market, an online design tool, offering print and digital stationery, and an owner with 12 years of design experience and is a part of the military community. With threats such as competing with other online companies that are already established and well known and our sales dependent on the status of current threats to the US which can influence deployment rates, we have multiple opportunities to develop our busines including, printing our own products, and obtaining military trademark licenses for all branches, and expanding to other products such as t-shirts and other merchandise in the future.

VISION & 2019 GOALS

VISION

“Moving from one military wife and designer with a passion and heart for the military community, to the military’s “go-to” online retailer for event stationery, giving our customers the attention and recognition they deserve, no matter what role in the military community they have.”

Because we are in the start up stage of the development cycle, our current goals for 2019 to accomplish our vision are paramount for our company to overcome the start up stage.

GOALS

1. Brand Awareness

- Introduce our brand to our target market.

Since we are a new company, we need to let our potential customer know we exist. Our biggest marketing strategy in achieving this goal is appearing on Google's first page when certain keywords are searched. Using SEO techniques within our website will be paramount to being noticed.

2. Increase Website Traffic

- At least 10% each month for Year 1
- Using social media, public relations, product marketing and promotions

- Increase brand awareness will be driving factor to increased website traffic.

With a combination of all of the above strategies, having customers visit to Bootprintsstudio.com for their stationery needs instead of their old stationery ecommerce is the key. Our goal is to make customers aware that we are open for business.

3. Convert Site Visitors to Purchasers

- Have 50% of site visitors make a purchase.
- Account setup is not mandatory for purchase.
- Offering customers a discount for their first purchase.
- Customers can customize and see their final product before purchasing.

Once customers visit our site, our next challenge is convincing them to make a purchase. We have multiple tactics for getting our first time visitors to make a purchase.

4. Return Customers

- 20% of customer return to make another purchase.
- Optional survey after first purchase will allow for customized marketing to individuals.
- Discount codes sent based offer answers to survey and promotional emails.

Customers will be given an opportunity to fill out an optional survey after they setup an account and make their first purchase. This survey will ask questions about branch association, enlisted or officer, station or post, etc. Bootprints understands that some customers may be hesitant to answering these questions. That is why if they decide to complete the survey, they will receive an email with discount code they can use at a future date. They will later receive discounts emails based on the answers they give. For example, if they choose Army for branch association, any Army promotions will be forwarded to them, such as Bootprints Studio is celebrating U.S. Army's birthday.



MARKETING STRATEGY

EQUITY

Brand Ideal

Celebrate the special events in the military community.

Brand Promise

Always leaving an impression

Unique Benefits

Military Community customer designs final product as unique as they are.

Owner Assets

Logo, Color Scheme

TARGET MARKET



The Military Wife

“Behind every soldier, there is an even stronger woman who stands behind him, supports him, and loves him with all her heart.”

Relevance to Bootprints Studio

The military spouse will be one of our largest customer segments due to our products celebrating the service and family members themselves, and the events they partake in. As the name of our company suggests, leaving an impression or “print” service members leave behind, is what our customers will be relating to.

Demographics	Traits & Values	Media Consumption	Brand Habits
Age 33	Pride for her husband	Military Themed Blogs	Will buy for major occasions, deployments, homecomings, retirements, etc.
Some College or Bachelors	Pride for a branch in the military	FRG Meetings	Since income can be low, finding the best deal possible.
\$40,000 salary	Stresses from deployments & moving	On Post Newsletters	Will mostly likely support military business owners.
Married	Has many friends	On Post Radio	
2 kids	Alone during long periods of time	Army, Navy, Marine, Air Force Times, Military Spouse Magazine	
Moves location every 3 years	Maybe unemployed at times	May attend conferences with spouse	

Additional Market Areas

Bootprints Studio's Target Markets

- | | |
|-------------------------------|----------------------------------|
| • Husbands of SM | • Girlfriends / Boyfriends of SM |
| • Family Members of SM | • Friends of SM |
| • Veterans and their Families | • Units Within Military Branches |

(SM = Service Members)

With over 3 million service members, not including family members, our entire target market spans across all races, classes, states, and even countries around the world.

From soldiers, to husbands and wives, and extended family, this group of individuals share one thing in common, support for our troops. There is an estimated 2 million service members as of Aug 2017, including Active Duty, National Guard, and Reserves.¹ Two-thirds of our troops are married, with 92% of those spouses being female, half being 30 years or older.² Because Bootprints Studio's products are celebrating those serving, the target market is clear, 3.4 million people, including service members and their spouses, especially women.

¹ Aug 2017. Department of Defense selected reserves by rank / grade. Department of Defense active duty military personnel by rank / grade. Defense Manpower Data Center Accessed October 2017 from: https://www.dmdc.osd.mil/appj/dwp/dwp_reports.jsp

² Department of Defense, 2015 Demographics: Profile of the military community, Pg 126. Accessed October 2017 from: <http://download.militaryonesource.mil/12038/MOS/Reports/2015-Demographics-Report.pdf>

MARKETING MIX

PROMOTION

Partnering with Bloggers who already have Bootprints Studio's target market's attention.

There is a reason the the military uses the word "community" when describing the service members and their families. Everyone part of this community rely on each other through hard times. They go to each other for advise and support. This is where bloggers come in. There are 100 military related blogs that focus on the military community. Having posts written about Bootprints Studios and advertising on their sites are some ways we can take advantage of these direct lines of communication to our target market.

PROMOTION

Customized Email Marketing will focus on individuals and their special traits and values.

For example, One of the values that every military spouse seems to have is pride for a particular service branch. As part of the checkout process included on the website, customer will be asked to complete an optional survey including questions about which branch they are associated with. Answers will be collected into a database and email marketing will be sent based on their responses.

PROMOTION

Social Media ads

Ads on Facebook, Twitter and Instagram will be used to promote brand awareness, new products and promotions, including a Call to Action. Clickable ads will bring customers to our site.



PROMOTION

A logo that connects with the customer on an emotional level, with multiple meanings.

Our logo includes the owner's husband's bootprint, reinforcing the idea that Bootprints Studio is part of that community. With the tag line "Always Leaving an Impression," the brand encompasses the understanding of what families go through when service members deploy. They are never forgotten, just as Bootprints Studio will also leave an impression that will never be forgotten. The term also referring to a printed "impression".



PROMOTION

Email marketing promotions focused on military events and branches.

Non-personalized email marketing will be sent out for events, such as Military Branch Birthdays, Service Academy Football Games, ie. Army vs Navy, etc. Focusing on these events can give Bootprints Studio a reason to reach out to their customers offering discounts and reminding them we are available for their special event.

A Salute for Savings

To: All Customers
Cc:
Bcc:
Subject: A Salute for Savings

Bootprints
STUDIO

HAPPY BIRTHDAY ARMY

Hooah! Bootprints Studio wants to celebrate the Army's 243rd Birthday with YOU!

15% OFF ALL BIRTHDAY INVITATIONS
ends 9/25

[Start Shopping](#)

Take our [Survey](#), and receive another \$5 OFF!!

Contact Us | Privacy Policy | Unsubscribe
©2017 Bootprints Studio, Bootprints Studio logo, and other trademarks and logos used in this email are owned or licensed by Bootprints Studio. All rights reserved.

PEOPLE

As part of our Value Proposition, the Owner/ Designer is part of the military community, will be the face of Bootprints Studio.

This effort will allow Bootprints Studio to connect with customers on a emotional level. Bootprints Studio's brand is making those in the military the priority. Sharing the same experiences and stories with the customer will let the them, in turn, support a military spouse owned business.

PRICING

Bulk discounts offered for all items.

By building in bulk discounts that are applied at checkout, customers can take advantage of discounts before entering any discount codes. The idea of customers getting multiple discounts on a single product will give them the assurance they are getting the best deal.

PRICING

Additional Discount Codes

Discount codes will be distributed through email marketing, printed handouts and social media ads. These can be used in addition to bulk discounts. Discount codes ell also be used for data collection on where advertising is effective.

PROCESS

Unlimited customization done by the customers themselves.

With an online customization tool that allows customers to add text, pictures, and clipart to their products, Bootprints Studio gives its customers full control over their overall design.

PACKAGING



Surprise extras in packaging

To reinforce the message of gratitude toward our service members and their families, a lapel pin will be included in all shipped orders. A small gesture that will be a constant reminder of Bootprints Studio. For returning customers, lapels pins will change overtime.

PACKAGING



Packaging with an Impact

When a package is left on the doorstep, some make a statement. We want people to know we are professional and unique. We want them to be excited as soon as they see our package on their doorstep

PACKAGING

Handwritten Thank You Note

Every package will include a handwritten note from the owner, thanking them for the purchase and their service to our country. Taking the time to acknowledge our customer will reinforce our compassionate image and brand.

WEBSITE.

Bootprints' website is home base for our company.

The screenshot shows the Bootprints Studio website landing page. At the top, the logo "Bootprints studio" is centered, with "MY ACCOUNT" in the top right corner. Below the logo is a navigation menu with "HOME", "SERVICE BRANCHES", "MILITARY LIFE", and "TYPES OF STATIONERY". A search bar with the placeholder "Search products..." is on the right. A promotional banner below the menu reads "2 or More Packs 5% Off | 5 or More Packs 10% off | Shop Now | Free Shipping over \$75 Details". The main banner features a close-up of a child's hand touching a military uniform with an American flag patch, with the text "We know you LOVE OUR MILITARY LET US HELP YOU SHOW IT". Below this is a section titled "We Salute You..." with a paragraph: "At Bootprints Studio, we are passionate about our military and their families. We understand the love and devotion it takes to be part of that community. If you're looking for custom stationery geared toward those who serve, you've come to the right place." Underneath is a "Search By" section with three categories: "Military Life" (19 items) with a photo of a soldier and child, "Stationery" (17 items) with a graphic of a woman in military uniform, and "Service Branch" (19 items) with an American flag graphic.

MY ACCOUNT

HOME SERVICE BRANCHES MILITARY LIFE TYPES OF STATIONERY

Search products...

2 or More Packs 5% Off | 5 or More Packs 10% off | Shop Now | Free Shipping over \$75 Details

We know you LOVE OUR MILITARY
LET US HELP YOU SHOW IT

We Salute You...

At Bootprints Studio, we are passionate about our military and their families. We understand the love and devotion it takes to be part of that community. If you're looking for custom stationery geared toward those who serve, you've come to the right place.

Search By

Military Life (19)

Stationery (17)

Service Branch (19)

Landing Page

Featured Products



Tie the Paracord Wedding Invitation
\$32.00 - \$34.00



Welcome Home, Hero!
\$42.00 - \$44.00

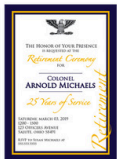


Oh Hello, Soldier - Red
\$32.00 - \$34.00



Pinup Army Wife Business Cards
\$25.00 - \$33.00

Recent Products



Retirement Invitation
\$32.00 - \$34.00



Field Artillery Ball Invite Red
\$32.00 - \$34.00



Field Artillery Ball Invite Black
\$32.00 - \$34.00



Green Looks Good on You Wedding Invitation
\$28.00 - \$30.00

Landing Page Cont.

Bottom of Landing Page

Related products



Fly Boy Birthday Invitation
\$32.00 - \$34.00



We're PCSing! Postcards
\$29.00 - \$31.00



Welcome Home, Sailor! Invitations
\$29.00 - \$31.00

Follow Us



Bootprints Blog

Customer Service

Contact Me

Frequently Asked Questions

Our Policies

Shipping

Our Company

Employment

About Me

The Small Print

Terms of Use

Policies

Trademarks & Copyright

Looking for more Special Offers?

Sign up for our Bootprints Bulletin!

Email address:

Your email address

Subscribe



Welcome Home, Hero!

\$42.00 – \$44.00

Sold in Packs of 25

Paper Type

Matte Cover

\$42.00

1



SKU: WH_0006_Matte

Categories: [SPECIAL EVENTS](#), [HOMECOMING](#), [Invitations](#), [Branches](#), [Air Force](#), [Army](#), [Coast Guard](#), [Marines](#), [Navy](#)

Tags: [5 x 7](#), [7 x 5](#), [air force](#), [Army](#), [coast guard](#), [homecoming](#), [invitation](#), [marine](#), [navy](#), [soldier](#), [welcome home](#)

5% discount applied in cart.

Description >

Description

Additional information

Welcome you hero home with this snazzy design. Add your photo and event details to the front and back to make it your own.

Reviews (0)

Sold in Packs of 25.

Need more than 25? You will received an additional 5% off for all purchases of more than 1 Pack of 25! *Discount applied in cart.*



MY ACCOUNT

Bootprints studio

HOME SERVICE BRANCHES ▾ MILITARY LIFE ▾ TYPES OF STATIONERY ▾

Search products...

2 or More Packs 5% Off | 5 or More Packs 10% off | Shop Now | Free Shipping over \$75 Details

Home > Customizer

Customizer

Grid, Erase, Delete, Copy, Rotate, Flip, Zoom, Crop, Undo, Redo

- TEXT
- SHAPES
- UPLOADS
- CLIPARTS
- MY DESIGNS

WELCOME HOME
Soldier

Place Photo Here

Front

ACTIONS

PREVIEW

SAVE

CART

- 1 +

\$29.00

ADD TO CART

Online Designer Tool

TYPES OF PRODUCTS

PAPER TYPES: Dull Cover, Satin Cover, Linen Cover, Felt Cover

INVITATIONS

SIZES: 5 x 7, 7 x 5, 5 x 5

THEMES: Army, Navy, Coast Guard, Marines, Air Force, National Guard, Air National Guard, Wedding, Birthday, Retirement, Reserves, Deployment, Homecoming, Formal Balls

DETAILS: Foil Designs

SOLD: Packs of 25

POSTCARDS

SIZES: 5 x 7, 7 x 5, 5 x 5

THEMES: Permanent Change of Station, Deployment, Units

SOLD: Packs of 25


BUSINESS CARDS

SIZES: 3 x 2.5

THEMES: Military Spouses, Military Girlfriends

SOLD: Packs of 50

SAMPLE PRODUCTS

*Join us for the
Wedding
of* 

ANDREW MICHAEL PHILLIPS
AND
CLARA ROSE HEBERT

*Saturday,
The 24 of March
half past seven in the evening*

*The World War Museum
New Orleans, Louisiana*

reception to follow



Army Wife

MRS. KATHLEEN MARTIN

123 Soldiers Ave., Fort Jackson, SC
email@gmail.com | 555.555.5555

1/141 FIELD ARTILLERY BATTALION
75TH ANNUAL MILITARY BALL

SATURDAY, MARCH 24, 2018
COCKTAILS - 1800 | DINNER 1900

JACKSON BARRACKS
1258 MORRISON AVENUE
NEW ORLEANS, LA 70145

FORMAL DRESS
RSVP TO EMAIL@YOUREMAIL.COM

Ball MILITARY

as we celebrate
SGT CHAD EDWARDS
returning from Kuwait
12.07.18 | 1400 - 1600 | 258 North Maple Street

Welcome Home

WELCOME HOME
Soldier

We're
PCSing!
on the move
once again...

MOVERS

Our New Address
SSG Dudley and Family
#5 Chestnut Road, Fort Jackson, SC 29207

ADVERTISING AND MEDIA

SOCIAL MEDIA ADVERTISEMENTS

Social Media allows some control over parameters for reach our target market, giving up control of outreach. Although this would come with a cost, the amount is reasonable for the ability to reach those outside our circle and word of mouth. **Purpose: To drive people to our website by clicking on a promotion.**

Including:

Facebook

- Product Ads
- Promotion Ads
- Shared Posts

Twitter

- Latest News
- Promotional Ads

instagram

- Newest Products

FAMILY READINESS GROUP NEWSLETTERS

This is the most basic, and free, form of marketing Bootprints Studio can take advantage of. Family Readiness Groups consists of service members' families, especially wives, that meet every month, to prepare families for deployments and support them with any issues they may have. Most of these groups put out a newsletter to their family tree on a regular basis. Ad space would give us an opportunity to speak directly to our target market. **Purpose: To create brand awareness, advertise promotions and coupon codes.**

MWR (MORALE, WELFARE, RECREATIONS)

From advertising on the post's own website to digital signage on military installations across the globe, the MWR is an inside track to reaching those within installations. Run by the Service Beaches themselves, every dollar spent on these opportunities is worth it since our target is



being reach at 100% capacity. **Purpose: Any signage that is not interactive would be used to promote products. Anything with clickable ads will be directing traffic to our website.**

GOOGLE ADWORDS

As annoying as these can be sometimes, putting the Bootprints Studio name out front will give us an opportunity to be seen, able to compete with other popular competitors. I will also be using Google Ads for advertising on websites. Since Google is known to track searches, advertising from previous searches appear on websites customers visit. **Purpose: Brand awareness and directing customer to revisit our site.**

SEO

Establishing keywords that search engines use to find content on the internet is essential to being seen online. Keywords: Bootprints, Bootprints Studio, military stationery, military invitation, military prints, military products, military homecoming invitation / invite, farewell invitation, army wife business card, navy wife business card, air force wife business card, marine wife business card, permanent change of station, PCS, permanent change of station postcard. **Purpose: Brand Awareness**

PRINT (MAGAZINES)

Every branch of service has its own magazine (Army Times, Marine Times, etc.). Most of these are sold at commissaries (grocery stores) on military installations. This is another direct line to my target market. Although they are not published by the US military, these are private publications that have more freedom to advertise as they see fit. **Purpose: Brand awareness and product promotion.**

PRINT (HANDOUTS)

Attending military conferences, such as Officer Conventions, Enlisted Conventions, Yellow Ribbon Conferences, Military Spouse Fest, and National Military Family Association as a vendor. These

events include 1000's of service members and their families. Objectives for attendance, puts a name and face to our company and allows face-to-face conversation with our target market, driving potential customers to our site. Marketing materials would include handouts, giveaways, and coupons for attendees. Some of these conferences are geared toward events that our products are based on. For example, Yellow Ribbon is a conference that takes place when soldiers come home from a deployment. Since I have homecoming party invitations, it would be prudent of me to attend these events. **Purpose: Connection with customer and brand awareness**

BLOGS

There are 100's of blogs that surround the military and that lifestyle. Convincing bloggers to help us advertise by writing a story on our company will be very beneficial. Military spouses who follow these bloggers would certainly be who we are targeting. Since this type of advertising is free, creating relationship with these bloggers can help reduce marketing cost in the long run. to include link to our website. **Purpose: Spread message through storytelling**

EMAIL MARKETING

As part of purchasing anything from the site, there will be optional survey to gather more information from customers. This is to tailor email advertisements to them. For example, questions would include service branch inquires, relationship., station, etc. Since some promotions would be around these topics, emails with certain promotions would only include customers within those chosen categories. **Purpose: Advertise promotions**

MEDIA OUTREACH

Achieving free advertising through news stories is difficult without a great "newsworthy" idea. Teaming up with military K9 charities to assist with adoptions could be newsworthy. **Purpose: Increase brand message.**



PRICING STRATEGY

COMPETITIVE PRICING

To compete with our closest competitor, we are using lower pricing, with a 26% difference for our products with the same printing options and quantity. This still allows us to have a gross profit of 50% or more.

BULK DISCOUNTS

Printed stationery will be sold in packs of 25 and 50. Customers will receive a discount of 5% if purchasing more than 2 or more packs of the same products. They will receive 10% for purchasing 5 or more packs of the same product.

DISCOUNT CODES

Discount codes will be sent via email to previous customers. Discount will range for 10% - 25%. This will be to drive customers back to our site.

DISTRIBUTION

BOOTPRINTSSTUDIO.COM

Our main distribution channel consists of our website. This will allow us to control over our message and speak to our target market. This will also allow control over pricing and discounts used for particular products.

MARKETING BUDGET

Paid Advertising	42%
Website & SEO	6%
Public Relations	0%
Events	52%

TOTAL BUDGET - \$15,300/YEAR

Category	Monthly	Quarterly	Yearly	Marketing Tool
Facebook Ads	\$50.00			7,000 impressions (\$7.19 CPM)
Twitter	\$50.00			Auction Based - Clicks, Followers, Tweets
Instagram	\$50.00			10,000 impressions (\$5.00 CPM)
SEO		\$500.00		Higher ranking in search results
Email Marketing	\$0.00			MailChimp ——— Up to 2,000 subscribers and 12,000 emails per month (upgrade later)
Blogs	\$0.00			Story about business
MWR Ads		\$2,000		Website Ads, Outdoor Digital Billboards, Garrison Websites, Digital Signage
Print Magazines			\$4,000	Ad in Military Spouse Magazine
FRG Newsletters	\$0.00			Ad in newsletter
Google Adwords	\$300.00			Auction Based - Ads on Google Search Results
Website			\$350	Wordpress Site
Conferences			\$8000	2 Events / Year - Booth Space, Materials (travel and room)

MEASUREMENT PLAN - YEAR 1

	Goal Metrics	Annual Goal	Quarterly
Brand / Business			
Sales / Revenue	Dollar Sales	210,000	52,500
Unit Sales	Volume Sales	6,000	1,500
Market Share	Market Position v. Competition	3%	3%
Marketing Spending	Level of Spending	15,300	3,825
Gross Margin	% per item sold	50%	50%
Profit	Total Profit	120,000	30,000
Consumer Metrics			
Trial	First Time Purchases	4,800	1,200
Repeat	Second + Purchasers	1,200 / 20%	300 / 20%
Appeal	Purchased Interest / Perceived Value	50%	50%
Loyalty	Customer Satisfaction	90% Satisfaction	90% Satisfaction
Marketing Mix			
ROI	Marketing ROI	684%	684%
Awareness	Brand Awareness	10%	10%
Media/Message Quality	Media Tracking	90% approval	90% approval
Volume per Customer	Volume per order	50 cards	50 cards

Current Actions & Contingency Plan

Ahead of Expectation	As Expected	Below Expectations
Identify cause and invest	Identify opportunities to increase growth	Identify issue and adjust
Identify cause and invest	Identify opportunities to increase growth	Identify issue and adjust
Identify cause and invest	Identify opportunities to increase growth	Identify issue and adjust
Identify cause but cap spending	Identify opportunities to increase growth	Identify marketing mix issue and adjust
Find ways to achieve same outcome but cut spending	Find ways to achieve same outcome but cut spending	Possible price adjustments
Identify opportunities to increase growth but cut spending	Identify opportunities to increase growth	Possible price adjustments
Identify cause and invest	Identify opportunities to increase growth	Identify marketing mix issue and adjust
Identify cause and invest	Possible Loyalty Program	Increase incentives such as promotions
Identify cause and invest	Review areas for possible strengthening	Identify cause and address
Customers recommend to others / Share on Social Media	Review areas for possible strengthening	Review customer Feedback and address
increase market spending	Review areas for possible strengthening	Increase in effective marketing tools only
Invest to more channels of media	Invest to more channels of media	Increase in effective marketing tools only
Invest to more channels of media	Invest to more channels of media, review message	Revise message
Increase Repeat tactics by offering return incentives	Increase bulk discount	Consider increasing bulk discount, more discount codes, and sales