



*WindSpiration Inc.*

## **INTERNAL MEMO**

**\*\*\*Confidential\*\*\***

**TO:** Don Franz, CEO; Board of Trustees; Valerie Martinez, VP Finance & Accounting

**FROM:** Marinda Bean, VP Sales & Marketing

**DATE:** April 29, 2012

**SUBJECT:** AeroArt Marketing Communication Plan Proposal

Please see the following campaign proposal and attached spreadsheet for marketing, media and budget details.

**\*\*\*Confidential\*\*\***



# WindSpiration Inc.

## AeroArt Marketing Communication Plan

### Overview:

This Marketing Communication Plan is designed around the launch of the revolutionary AeroArt product line of stylish, consumer-oriented wind turbines.

AeroArt consumer-level wind turbines are aimed at the general public who are interested in the financial and environment benefits of implementing sustainable energy but don't have the capital, capability or motivation to install the large-scale, very expensive, unattractive, industrial variety that currently exists as their only option.

AeroArt will be designed to appeal to those who place equal emphasis on the attractiveness and the effectiveness of the wind turbine, as well as the economy both in the initial investment and long-term energy savings. These are not necessarily the die-hard environmentalists who want to go completely 'off the grid' but those who want to improve their energy use if it's convenient and personally beneficial enough to justify.

There will be a variety of designs ranging from quirky, oversized, colorful pinwheels to sophisticated metal sculptures in order to appeal to the masses. Style, substance and variety are essential for appealing to the general public, as these features are not currently available to consumers.

### Features:

AeroArt offers customers many essential features:

- Variety of Attractive designs
- Quiet when spinning
- Easy set-up (not intimidating for average homeowner to have installed)
- Inexpensive to purchase; products in a range of prices
- Semi-portable: Reinstall in next home so they continue receiving benefits for their investment
- Dual-purpose: Beautiful/fun, creative 'yard art' décor *and* energy creation

### Benefits:

AeroArt offers customers many short- and long-term benefits:

- Save money:
  - Reduce electric bills overall
  - Potentially get paid by the electric company
  - Short-term *and* long-term benefit
- Increase Self-reliance:
  - Reduce reliance on 'the grid' by creating your own energy
  - Emergency preparedness
  - Less subjection to volatile energy prices
  - Short-term *and* long-term benefit
- Improve Environment:
  - Reduce negative environmental impact from other energy sources
    - (ie; pollution, mining, drilling, etc. that hurt environment)
  - Long-term benefit

**Target Market:**

*(aka: Target Audience Description/Buyer Persona)*

Our Target Market is the average, middle-income home-owner who wants to save money and help the environment; they do not have a lot of expendable income to make a large investment so they need to make a small investment that yields electric bill savings quickly and they can take with them when they move to a new home.

**Plan Objective:**

WindSpiration Inc.'s goal is to successfully launch the AeroArt product line in order to drive strong initial and on-going sales, preempt attempts at competition and dominate the market, build brand recognition that makes the product name synonymous with this new technology, align product with 'green' community, and educate the public regarding this technology, its benefits and improved accessibility.

**Goals:**

The following goals are designed to quantify our progress achieving the objective:

1. Promote brand recognition: Attain 10% public awareness in state of California within first year.
2. Develop positive press relationships: Develop promotional relationships with at least 3 California-based media people to publicize product within first 3 months.
3. Align product with 'green' community. Be promoted on at least 3 eco-blogs per quarter.

**Strategy:** Interactive Social Media

- Media platform: Facebook, Twitter and Eco-blogs
- Message: Mainstream the concept of living green; Normal, easy and sensible thing to do.
- Relevant features and benefits for that campaign: Minimal investment, immediate and long-term savings, cool designs.

**Tactics:**

- Create/increase a social community of average home owners who are new to green living/products using Facebook, Twitter and Eco-blogs and Establish a Strong Social Media Presence.
- **Measure:** The goal is to increase the number of people joining Facebook group and following on Twitter by 10% each week. This will be measured by the Number of New Group Members per Week divided into the Total Number of Group Members for the Previous Week.

***(# of Members this week - # of Members Last Week) / # of Members Last Week  
= % Increase in Group Membership***

Since it's percentage based, the actual number of members should rise in an exponential manner. For example, if the group starts at 100 people, then we would expect 110 members by the next week, 121 by the second week, 133 by the third week and so on. Once the member count is into the thousands, then 10% percent will represent a much higher number of people.

**Strategy:** Interactive Web Advertising

- Media platform: Internet
- Message: Buy EcoArt to save money long-term; help environment; easy to do; smart.
- Relevant features and benefits for that campaign: Reduce electric bills; Inexpensive to purchase; Products in a range of prices and designs; Easy set-up; Dual-purpose: Beautiful/fun, creative 'yard art' décor and energy creation.

### Tactics:

- Pay-Per-Click (PPC) Ads Driving Traffic to Campaign-Specific Landing Page.
  - **Measure:** Goal is to receive 100 visitors per month coming from PPC ads. This measure will be tracked via Google Analytics to the landing page which will tell us the number of people coming to the landing page directly from the PPC ads and the total number of people who visit that landing page. The difference between the two numbers (Total Visitors – PPC Ad Visitors) will tell us who came back to the page for a second time, perhaps from a different computer at a more convenient time, or those who were referred by the PPC Visitors. The non-PPC ad traffic tells us that these people are even more interested than those who initially click straight from the PPC ads because it required more effort to come back for a second time or for the first time via a referral. It requires the manual transference of the site URL from one person to another (referral) or from one computer to another (those who clicked the PPC Ad and came back later) and the interest to click again or for the first time based on a personal referral. We can deduce this is because this link won't otherwise be known to the general public. It will be set up specifically for this campaign and not be optimized to rank in search engines to receive organic traffic.
- Search Engine Optimize the company website to rank for crucial keywords.
  - **Measure:** The goal is to rise at least one place in the search engine rankings per month. Consistently rise in search engine rankings until #1 in search engine results for relevant terms. This will be measured by the actual movement higher in the search engine results for each relevant term. For example, if turbine is a keyword for which we want to rank well, we would expect to increase our website optimization for this term across our website so that when someone enters 'turbine' into the search bar, our site would appear highest on the list over time. This will increase brand awareness and sales.

### Strategy: Publicity and Public Relations

- Media platform: print and online news/eco publications
- Message: Buy EcoArt to save money long-term; help environment; easy to do; smart.
- Relevant features and benefits for that campaign: Reduce electric bills; Inexpensive to purchase; Products in a range of prices and designs; Easy set-up; Dual-purpose: Beautiful/fun, creative 'yard art' décor and energy creation.

### Tactics:

- Press releases to California media and eco-focused blogs announcing new product launch, features, benefits, where to purchase, etc.
  - **Measure:** The goal is to generate at least 5 press mentions per month. This will be measured by searching the web for mentions each day and also by keeping in touch with the media we contact to see if and when we are published.
- Back-linked articles to company website; increase SEO ranking and increase reputation via implied endorsement.
  - **Measure:** The goal is to receive 5 back-links to company website per month. This will be measured using Google Analytics to see from where a visitor has come to our website. If it is from another website (versus search engine or typing in the link), then we can see which websites mention ours (providing the backlink) and keep track by week of how many there are and whether we met the goal. We can also work directly with editors of potential websites to pitch our story/link and follow up to see if it's been posted.

## Strategy: Consumer Shows

- Media platform: Home shows, Eco-expos, state fair, etc.
- Message: Increase awareness of technology and demonstrate ease/benefits of use. Buy EcoArt to save money long-term; help environment; easy to do; smart.
- Relevant features and benefits for that campaign: Reduce electric bills; Inexpensive to purchase; Products in a range of prices and designs; Easy set-up; Dual-purpose: Beautiful/fun, creative 'yard art' décor and energy creation.

### Tactics:

- Attend California Consumer shows to demonstrate and/or sell the product.
  - **Measure:** The goal is to represent brand/sell product at minimum of 1 Consumer Show per month. This will be measured by the successful registration, attendance and performance at qualified Consumer Shows.
- Provide information packets with demo CDs, brochures, catalog, etc. to promote sales.
  - **Measure:** The goal is to sell product to 5% of attendees at each Consumer Show. This will be measured by asking the show organizers for the total number of attendees, then dividing the number of product sold into that total. For example, if 950 people attend a Consumer Show and we sell 50 products ( $50/950 = .0526$ ), then we can consider that a success, with just over 5% sales.

***# of Sales / Total # of Show Attendees = % of Attendees Who Bought Product***

- Distribute survey to measure existing awareness of technology and desire to use.
  - **Measures:** The goal is to collect surveys from at least 20% of those who stop at booth per Consumer Show. This will be measured by counting the number of people who stop at the booth (tallied as they stop) and then counting the number of completed surveys and dividing them by the total number of booth attendees.

***# Completed Surveys / Total # Booth Attendees = % of Booth Attendees who Completed Survey***

For example, if we count 300 people who stop at the booth over the two-day Consumer Show, and we collect 15 surveys ( $15/300 = .05$ ), then that is a dismal rate and we have not met our goal. In fact, with 300 booth attendees, we would need 60 completed surveys to meet our 20% goal. We can measure this along the way to know if we need to increase by counting up the visitors and surveys by the end of day one and seeing if we are on track for the total. If we had 150 visitors on day one and only 20 surveys, instead of the 30 we need to average per day to meet the goal), then we would know we'd have to increase that effort in day two of the Show to meet the overall goal.

**AeroArt Consumer Turbines - One Page Summary - Marketing View - Confidential**

**Line of Sight:** Establish Goals and Measures that increase technology/brand awareness and product sales.

<b>Marketing Objective:</b>	<b>Marketing Strategies:</b>	<b>Tactics and Measures:</b>
<p>Successfully launch the AeroArt product line to drive strong sales, build brand recognition, align product with 'green' community, educate the public regarding this technology.</p>	<p><b>Strategy 1: Interactive Social Media</b></p> <p><u>Media platform:</u> Facebook, Twitter, Eco-blogs  <u>Message:</u> Mainstream the concept of living green; Normal, easy and sensible thing to do.  <u>Relevant features and benefits:</u> Minimal investment, immediate and long-term savings, cool designs.</p>	<p><b>Tactic 1a):</b> Create/increase a social community of average home owners who are new to green living/products using Facebook, Twitter and Eco-blogs and Establish a Strong Social Media Presence.</p> <p>-Measure 1a): Goal is to increase the number of people joining Facebook group and following on Twitter by 10% each week. Measured by the Number of New Group Members per Week divided into the Total Number of Group Members for the Previous Week.</p> $\frac{\# \text{ of Members this week} - \# \text{ of Members Last Week}}{\# \text{ of Members Last Week}} = \% \text{ Increase in Members}$
<p><b>Marketing Goals</b></p> <p>Attain 10% public awareness in state of California within first year.</p> <p>Promoted on 3+ eco-blogs per quarter.</p> <p>Relationships with at least 3 California-based media to publicize in first 3 months.</p>	<p><b>Strategy 2: Interactive Web Advertising</b></p> <p><u>Media platform:</u> Internet  <u>Message:</u> Buy EcoArt to save money long-term; help environment; easy to do; smart.  <u>Relevant features and benefits:</u> Reduce electric bills; Inexpensive to purchase; Products in a range of prices and designs; Easy set-up; Dual-purpose: Beautiful/fun, creative 'yard art' décor and energy creation.</p>	<p><b>Tactic 2a):</b> Pay-Per-Click (PPC) Ads Driving Traffic to Campaign-Specific Landing Page.</p> <p>-Measure 2a): Goal is to receive 100 visitors per month coming from PPC ads. Tracked via Google analytics to the landing page - the traffic to the landing page directly from PPC ads and the total number of people who visit that landing page. (Total Visitors - PPC Ad Visitors) will tell us return visitors or referrals, both of which indicate higher interest.</p> <p><b>Tactic 2b):</b> Search Engine Optimize the company website to rank for crucial keywords to increase brand awareness and sales.</p> <p>-Measure 2b): Goal is to rise at least one place in the search engine rankings per month and reach #1. Will be measured by the actual movement higher in the search engine results for each relative term.</p>
<p><b>Marketing Measurement</b></p> <p>X Campaign/Strategy ROI  X Campaign ROAS (Ret. On Ad Spend)  X Traditional Media Reach  X PPC Ad Click Through  X Web Visits (return &amp; unique)  X Conversion  &gt; Google Page Rank  X Facebook and Twitter Traffic  &gt; Survey Completion  X Total Sales  X Link Backs to Site</p>	<p><b>Strategy 3: Publicity and Public Relations</b></p> <p><u>Media platform:</u> Print and online news/eco publications  <u>Message:</u> Buy EcoArt to save money long-term; help environment; easy to do; smart.  <u>Relevant features and benefits:</u> Reduce electric bills; Inexpensive to purchase; Products in a range of prices and designs; Easy set-up; Dual-purpose: Beautiful/fun, creative 'yard art' décor and energy creation.</p>	<p><b>Tactic 3a):</b> Press releases to California media and eco-focused blogs announcing new product launch, features, benefits, where to purchase, etc.</p> <p>-Measure 3a): Goal is to generate at least 5 press mentions per month. This will be measured by searching the web for mentions and contacting media to inquire if/when published.</p> <p><b>Tactic 3b):</b> Back-linked articles to company website; increase SEO ranking and increase reputation via implied endorsement.</p> <p>-Measure 3b): Goal is to receive 5 back-links to company website per month. This will be measured using Google Analytics to see referring website and by contacting website owners to follow up on story/link pitch and see if/when posted on their site.</p>
	<p><b>Strategy 4: Consumer Shows</b></p> <p><u>Media platform:</u> Home shows, Eco-expos, State Fair, etc.  <u>Message:</u> Increase awareness of technology and demonstrate ease/benefits of use. Buy EcoArt to save money long-term; help environment; easy to do; smart.  <u>Relevant features and benefits:</u> Reduce electric bills; Inexpensive to purchase; Products in a range of prices and designs; Easy set-up; Dual-purpose: Beautiful/fun, creative 'yard art' décor and energy creation.</p>	<p><b>Tactic 4a):</b> Attend California Consumer shows to demonstrate and/or sell the product.</p> <p>-Measure 4a): Goal is to represent brand/tell product at minimum of 1 Consumer Show per quarter. This will be measured by the successful registration, attendance and performance at qualified Consumer Shows.</p> <p><b>Tactic 4b):</b> Provide information packets with demo CDs, brochures, catalog, etc. to promote sales.</p> <p>-Measure 4b): Goal is to sell product to 5% of attendees at each Consumer Show. This will be measured by asking the show organizers for the total number of attendees, then dividing the number of product sold into that total.</p> $\frac{\# \text{ of Sales}}{\text{Total} \# \text{ of Show Attendees}} = \% \text{ of Attendees Who Bought Product}$ <p><b>Tactic 4c):</b> Distribute survey to measure existing awareness of technology and desire to use.</p> <p>-Measure 4c): Goal is to collect surveys from at least 20% of those who stop at booth per Consumer Show. This will be measured by counting the number of people who stop at the booth (talled as they stop) and then counting the number of completed surveys and dividing them by the total number of booth attendees.</p> $\frac{\# \text{ Completed Surveys}}{\text{Total} \# \text{ Booth Attendees}} = \% \text{ of Booth Attendees who Completed Survey}$

## Cost Break Down by Strategy

### Strategy 1: Interactive Social Media

**Tactic:** Create/increase a social community of average home owners who are new to green living/products using Facebook, Twitter and Eco-blogs and Establish a Strong Social Media Presence.

**Measurement Criteria and Source:** The goal is to increase the number of people joining Facebook group and following on Twitter by 10% each week. This will be measured by the Number of New Group Members per Week divided into the Total Number of Group Members for the Previous Week.

$$\frac{(\# \text{ of Members this week} - \# \text{ of Members Last Week})}{\# \text{ of Members Last Week}} = \% \text{ Increase in Group Membership}$$

Tactic	Measures	Measurement Goals	Source of Measures
Create social community of home owners	# of Members this week # of Members Last Week # of Members Last Week % Increase in Group Membership	Increase # people joining Facebook / Twitter by 10%/week	Actual number of Facebook/Twitter Friends/Followers

**Cost:** Since this tactic is focused on building a community of followers within free social media, the only expense is the man-power to develop the content and maintain the postings. This will be outsourced to a social media specialist for \$1,000 per month (\$12,000 per year).

Tactic	Production (\$)	Total Activity Cost (\$)
Create social community of home owners	Social Media Specialist's \$1,000 fee per month/ \$12,000 per year	Social Media Specialist's \$1,000 fee per month/ \$12,000 per year
<b>Total Cost Strategy 1</b>		<b>\$12,000 per year</b>

**Return:** The company expects at least 75% gross margin to justify any effort. In this case, it makes the Break-Even point \$16,000. Sales beyond \$16,000 will be profit. This is long-term tactic to build a strong customer base.

Tactic	Product GM %	Break-Even \$
Create social community of home owners	75%	\$16,000
<b>Total Break-Even \$ for Strategy #1</b>		<b>\$16,000</b>

## Strategy 2: Interactive Web Advertising

**Tactics:** (1) PPC: Pay-Per-Click (PPC) Ads Driving Traffic to Campaign-Specific Landing Page. This will tell us the number of people coming to the landing page directly from the PPC ads and the total number of people who visit that landing page. The difference between the two numbers (Total Visitors – PPC Ad Visitors) will demonstrate repeat/referral visitors and which sales can be attributed to the PPC ads.

(2) SEO: Search Engine Optimize the company website to rank for crucial keywords. By increasing our website optimization for key terms, our site would appear highest on the list over time. This will greatly increase brand awareness and sales over time.

**Measurement Criteria and Source:** (1) Pay-Per-Click (PPC) Ad traffic will be tracked using Google Analytics. We will be able to see total number of PPC Ad visitors and sales, total traffic and referrals. The repeat and referral traffic show a higher interest level in the product/subject. (2) The goal is to rise at least one place in the search engine rankings per month and consistently rise in search engine rankings until #1 in search engine results for relevant terms. This will be measured by the actual movement higher in the search engine results for each relative term.

Tactic	Measures	Measurement Goals	Source of Measures
PPC	# Visitors per month from PPC ads # sales from PPC ads # of repeat/referral visitors	100+ visitors per month from PPC ads	Google analytics tracking
SEO	Actual movement higher in the search engine results for each relevant term	Rise 1+ place in the search engine rankings per month	Search engine results for each relevant term

**Cost:** Pay-Per-Click ads are based on a bid system. We will bid \$2 per click for each ad, with a cap of \$3,000 per month cap. This will allow for inexpensive and highly targeted traffic. The SEO tactic requires SEO expertise and man hours to optimize the website, so the only associated expense is the SEO Specialist's contracted fee.

Tactic	Production (\$)	Total Activity Cost (\$)
PPC	\$2 per click, \$3,000 per month cap: \$36,000 per year	\$36,000 per year
SEO	SEO Specialist fee: \$12,000 per year	\$12,000 per year
<b>Total Cost Strategy 2</b>		<b>\$48,000 per year</b>

**Return:** The company expects at least 75% gross margin to justify any effort. For these tactics, the combined Break-Even point is \$64,000. Sales beyond \$64,000 will be profit. These are short- and long-term tactic to build brand recognition (SEO) and immediate sales (PPC.)

Tactic	Product GM %	Break-Even \$
PPC	75%	\$48,000
SEO	75%	\$16,000
<b>Total Break-Even \$ for Strategy #2</b>		<b>\$64,000</b>



### **Strategy 3:** Publicity and Public Relations

#### **Tactics:**

(1) Press Releases: Press releases to California media and eco-focused blogs announcing new product launch, features, benefits, where to purchase, etc.

(2) Back-Links: Back-linked articles to company website; increase SEO ranking and increase reputation via implied endorsement.

#### **Measurement Criteria and Source:**

(1) The Goal is to receive 100 visitors per month coming from PPC ads. This measure will tracked via Google Analytics to the landing page which will tell us the number of people coming to the landing page directly from the PPC ads and the total number of people who visit that landing page. The difference between the two numbers (Total Visitors – PPC Ad Visitors) will tell us who came back to the page for a second time, perhaps from a different computer at a more convenient time, or those who were referred by the PPC Visitors. The non-PPC ad traffic tells us that these people are even more interested than those who initially click straight from the PPC ads because it required more effort to come back for a second time or for the first time via a referral. It requires the manual transference of the site URL from one person to another (referral) or from one computer to another (those who clicked the PPC Ad and came back later) and the interest to click again or for the first time based on a personal referral. We can deduce this is because this link won't otherwise be known to the general public. It will be set up specifically for this campaign and not optimized to receive organic traffic.

(2) The goal is to rise at least one place in the search engine rankings per month. Consistently rise in search engine rankings until #1 in search engine results for relevant terms. This will be measured by the actual movement higher in the search engine results for each relative term. For example, if turbine is a keyword for which we want to rank well, we would expect to increase our website optimization for this term across our website so that when someone enters 'turbine' into the search bar, our site would appear highest on the list over time. This will increase brand awareness and sales.

<b>Tactic</b>	<b>Measures</b>	<b>Measurement Goals</b>	<b>Source of Measures</b>
Press Releases	# of press mentions of company/product	5+ press mentions per month	Daily web searches; media follow-ups
Back-Links	# of links from referring websites to company website	5+ back-links to company website per month	Google Analytics; site owner follow-ups

**Cost:** Since the distribution of these two tactics is free, the only expense is the man-power to research the media sources/websites, make/maintain contact with the media/website editors, write press releases/backlink content and maintain the postings. This will be outsourced on a cost-effective contract-basis to a social media specialist for \$1,000 per month (\$12,000 per year) and a PR specialist for \$2,000 per month (\$24,000 per year).

<b>Tactic</b>	<b>Production (\$)</b>	<b>Total Activity Cost (\$)</b>
Press Releases	PR Specialist fee: \$2,000/month: \$24,000 per year	\$24,000 per year
Back-Links	Social Media Specialist fee: \$1,000/month: \$12,000 per year	\$12,000 per year
<b>Total Cost Strategy 3</b>		<b>\$36,000 per year</b>

**Return:** The company expects at least 75% gross margin to justify any effort. In this case, it makes the Break-Even points \$32,000 (PR) and \$16,000 (Back-Links). Sales beyond \$48,000 will be profit for these two tactics. These are long-term tactics to build brand recognition, a strong customer base and sales.

Tactic	Product GM %	Break-Even \$
Press Releases	75%	\$32,000
Back-Links	75%	\$16,000
<b>Total Break-Even \$ for Strategy #3</b>		<b>\$48,000</b>

#### **Strategy 4:** Consumer Shows

##### **Tactics:**

- (1) Consumer Shows: Attend California Consumer shows to demonstrate and/or sell the product.
- (2) Information Packets: Provide information packets with demo CDs, brochures, catalog, etc. to promote sales.
- (3) Surveys: Distribute survey to measure existing awareness of technology and desire to use.

##### **Measurement Criteria and Source:**

- (1) The goal is to represent brand/sell product at minimum of 1 Consumer Show per month. This will be measured by the successful registration, attendance and performance at qualified Consumer Shows.
- (2) The goal is to sell product to 5% of attendees at each Consumer Show. This will be measured by asking the show organizers for the total number of attendees, then dividing the number of product sold into that total. For example, if 950 people attend a Consumer Show and we sell 50 products ( $50/950 = .0526$ ), then we can consider that a success, with just over 5% sales.  
***# of Sales / Total # of Show Attendees = % of Attendees Who Bought Product***
- (3) The goal is to collect surveys from at least 20% of those who stop at booth per Consumer Show. This will be measured by counting the number of people who stop at the booth (tallied as they stop) and then counting the number of completed surveys and dividing them by the total number of booth attendees.  
***# Completed Surveys / Total # Booth Attendees = % of Booth Attendees who Completed Survey***

Tactic	Measures	Measurement Goals	Source of Measures
Consumer Shows	Show attendance	1 show per month	Actual Show attendance
Information Packets	# of Sales Total # of Show Attendees % of Attendees Who Bought Product	Sell product to 5%+ of attendees per Consumer Show	Show organizers; product sales totals
Surveys	# of booth attendees # of completed surveys	Collect surveys from 20%+ of booth attendees	Manual count of booth attendees by staff and collected surveys

**Cost:** Consumer Shows are a relatively low-cost method for getting one-on-one exposure to thousands of very targeted customers. Our expenses for these will include entrance fees, staff and materials for a total of \$25,200 per year.

<b>Tactic</b>	<b>Production (\$)</b>	<b>Total Activity Cost (\$)</b>
Consumer Shows	\$1,000 entry fee per show x 12 months = \$12,000	\$12,000
Information Packets	\$500 printing/assembly costs x 12 shows per year = \$6,000	\$6,000.00
Surveys	\$200 for 2 staff to man booth/collect surveys x 3 days per show= \$600 per show x 12 shows = \$7,200 for staff	\$7,200.00
<b>Total Cost Strategy 4</b>		<b>\$25, 200 per year</b>

**Return:** The company expects at least 75% gross margin to justify any effort. For these tactics, the Break-Even points are \$16,000, \$8,000 and \$9,600 respectively. Sales beyond \$33,000 will be profit. The Consumer Shows are short-term tactics to drive sales, as well as long-term building and measuring audience awareness.

<b>Tactic</b>	<b>Product GM %</b>	<b>Break-Even \$</b>
Consumer Shows	75%	\$16,000
Information Packets	75%	\$8,000
Surveys	75%	\$9,600
<b>Total Break-Even \$ for Strategy #4</b>		<b>\$33, 000</b>

**Plan Economics Summary:**

The successful execution of this marketing plan will result in a branding and technology awareness explosion for this product and company through press, eco-blogs, an SEO optimized company website and live, one-one promotions direct to the most interested customers. It will ensure a strong product launch that will preempt any attempts at competition and make our brand name synonymous with this technology and new product category. This high level of exposure will translate into excellent initial sales that grow exponentially over time.

While we have gone to great lengths to make sure each tactic is as cost effective and conservatively priced as possible, to achieve these fantastic results will require an investment. Our overall budget for this year-long campaign proposal comes to \$121, 200, or \$10,100 per month. While the total may seem daunting at first glance to a fledgling company, a \$10,100 per month budget is very fiscally conservative and could easily be spent on one tactic's media buy elsewhere. To break-even requires only \$13,466.67 in sales per month, a very attainable figure at our \$500-\$1,000 per product price points. The investment into marketing efforts will prove well worth the investment.

**Total Marketing Plan Costs and Break-Even Points by Strategy:**

<b><u>Tactic</u></b>	<b><u>Total Strategy Cost (\$)</u></b>	<b><u>Strategy Break-Even Points</u></b>
Strategy 1	\$12,000 per year	\$16,000
Strategy 2	\$48,000 per year	\$64,000
Strategy 3	\$36,000 per year	\$48,000
Strategy 4	\$25, 200 per year	\$33, 000
	<b>Total Cost for Campaign: \$121, 200 (\$10, 100 per month)</b>	<b>Total Campaign Break-Even Point: \$161, 600 (\$13,466.67 per month)</b>

**Summary:**

Because WindSpiration Inc. is a brand new company, this marketing plan is built upon a very conservative budget to achieve maximum results with minimal risk. It relies heavily on free strategies and tactics and takes full advantage of grassroots promotion rather than big media placement spending to help grow the brand, make initial sales and create the biggest overall impact. It also employs labor on contract basis, rather than salary, for reduced labor costs and increased flexibility.

With your approval, we can implement this plan immediately and begin attaining our goals of promoting brand recognition and public awareness of this technology, building press relationships and aligning AeroArt with the green community and blogs for increased immediate and ultimate sales.

Please reply promptly with your questions, concerns or approval so we may proceed quickly in executing these powerful strategies for our collective success.