

Marketing Initiatives: 2020

Quarterly Progress Tracking

No progress to-date

Some progress made

Initiative completed

SKC Corporate Initiative		Marketing Initiative	Description	Goal	Metrics for Success	Team	Q1 Progress	Q2 Progress	Q3 Progress	Q4 Progress
1	Annual project, must continue	Complete Domestic & International Catalogs	Compile and distribute the 2020 domestic catalog and 2020/2021 international catalog.	Continue industry leadership in catalog presentation.	On-time press date: 2/3/20	ALL	Proofs to SKC folks by 1/23 On press by 2/3 Mail date 2/15			
2*	Product line expansion Annual project, must continue	Exhibit at AIHce 2020	Successfully exhibit at AIHce 2020, including launch of multiple new products.	Continue industry leadership AIHA tradeshow presence. Launch multiple new products and successfully advertise those items.	Learning Pavilion attendees: 30 Scheduled follow-up noise meetings: 30 Additions to Lab Line newsletter: 20 Budget: 5% decrease over 2019 total cost	Amber Karin Rob Jade	Onboard MC to assist with tasks Begin coordinating internal logisitics - Jan Pre-show advertising concepts - Feb			
3*	Improved digital presence Improved customer experience	Launch SKC Website	Launch new SKC website featuring improved UX/UI for more intuitive customer use, improved searchability, and modern look & feel. Launch SKC West website simultaneously.	Improve UX/UI of SKC website and drive more web traffic.	Unique users: 75,000 (total - 6 months) Bounce rate: 47% Traffic from organic search: 55% (minimum) <i>*measurements taken 6 months post-launch</i>	Amber Dave Karin Rob	Data mapping completion - Feb Approve design framework - March Google Analytics - Jan & March			
4	Product line expansion	Noise Equipment Product Launch	Create widespread awareness of SKC's noise equipment product line and establish SKC as a thought leader in noise monitoring.	Generate awareness and leads for noise equipment.	Webpage views: 3,000 (6 month number) Social media interactions: Average reach of noise posts: 350 Average post clicks on noise posts: 15 Creative assets completed: 10	ALL	Organize product graphics - Jan Complete ad concepts - Feb Complete email announcement - Feb Complete 5 social posts - Feb Complete print literature - March			
5	Improved digital presence	SEO Data Collection & Strategy	Begin collecting SEO data to provide a benchmark for search engine optimization efforts on the new website.	Provide insight into user behavior and website traffic so we can continually improve the website user experience and content.	Complete quarterly Google Analytics reports Track conversions over 3, 6, and 12 month period	Amber Dave Jade	Google Analytics report - Jan Google Analytics report - March			
6	Improved digital presence Improved customer experience	Visual Brand Identity & Consistency	Finish building out the SKC visual brand identity and ensure consistency across all print and digital pieces.	Ensure consistent, high-level SKC visual brand representation. Ensure brand ownership for entire marketing team.	Update entire pump section of 2021 catalog Updated literature pieces: 4 Updated website assets, including training materials: 10	Amber Rob Karin Michelle	Update 1 brochure Develop timeline for updating assets - Mar			
7	Enhanced internal communication Implement ERP	Change Management Communication	Assist the Organizational Change Management (OCM) team in developing and distributing pertinent communications regarding the ERP selection and implementation process.	To increase awareness, gain employee buy-in, and facilitate successful ERP implementation.	Creative assets completed: 12 Channels utilized: 4	Amber Rob Michelle	Develop assets as needed for OCM team			
8*	Improved digital presence	Strategic Social Media Approach/Paid Efforts	Develop a strategy for effective social media usage, including creation of a content planning calendar and determining the appropriate ratio of thought leadership content versus event reminders and product advertisements. Evaluate options for paid social media activities and execute on priority channels.	More effectively leverage social media, through both organic and paid methods.	Content calendar: created and populated for Q3/Q4 Paid social campaigns and analytics: 2	Amber Rob Karin Jade	Onboard Marketing Coordinator to learn current social approach Framework for content calendar - March Meet with 1 paid social experts - March			
9*	Enhanced internal communication	Transition of Technical Product Data/Documents	Transition technical product data and related documents to Product Development/Research per best practices. Assist in the transition to ensure effectiveness and efficiency for all affected departments.	Ensure technical product data and related documents live in the department best suited to update and maintain those documents.	Establish digital records of historical paper files % of operating instructions moved to PD = 100% % of service manuals moved to PD = 100%	Amber Michelle	Schedule for moving documents - Jan Complete Word templates - Jan Begin moving documents - March Meet with Larry on digitization - Jan			
10*	Enhanced internal communication	Team Flexibility, Efficiency, Communication	Marketing team has undergone significant changes in 2019, and that trend will continue into 2020. The group must adapt to these changes, as well as improve workflows and overall team communication.	To help team members adapt to upcoming changes and communicate more effectively as a group.	Hold departmental strategy meeting in Jan Continue to hold monthly 1:1 meetings Establish cadence for regular departmental meetings Open communication with executive team Encourage more communication between team members	ALL	Discuss "Improvise. Adapt. Overcome." mindset Encourage communication Schedule departmental meetings Schedule dept. chat session with Doug			

green * indicates executive goal tracking