

GENERAL MARKETING PROJECT CHARTER

Problem Statement

Incentivize sales team on guaranteed earnings or bonuses based on number of repeat and new sales, and increase of customer lifetime value. Here below are some identified problems to resolve:

1. What is the most effective marketing strategy to improve Top of the funnel acquisition?
2. What is the most effective marketing strategy to improve customer retention?
3. What is the correlation between compelling offers and customer acquisition/retention?
4. Do we must invest more on repeat sales or new acquisition in top markets?
5. What is the capacity to acquire new active customers in top markets?
6. What is the customer churn predictive model (20/80 rule)?
7. What is the optimum omni-channel attribution model for paid advertising?

Business Case & Benefits

1. Understand the **performance of compelling offers** (bonuses vs. guaranteed earnings) to better perform paid advertising (lower CPA) and increase customer retention (Increase CLV).
2. Help the company **prioritize resources in paid advertising** to increase customer lifetime value and acquire new customers in top market (capacity).
3. Develop a **churn predictive model** (lead scoring) to allocate paid advertising resources on customers that most likely will achieve higher lifetime value.
4. Define and implement the **omni-channel and attribution model** to effectively and efficiently allocate ad spends.

Goal Statement

- Project 1: **Marketing Promotions** – Find the best compelling offers to improve retention in top markets.
 Project 2: **Top of the Funnel Strategy** – Business impact of investing in retention vs. acquisition in top markets.
 Project 3: **Customer Churn Prevention** – Define the lead scoring model to target at risk early valuable customers.
 Project 4: **Omni-channel Strategy** – Define the attribution model to optimize ad spend among media channels.

Timeline & Progress

<u>Projects</u>	<u>Planned Completion Date</u>	<u>Actual Progress %</u>
1- Marketing Promotion	6-Nov	Delayed
2- Optimize Top of the Funnel Strategy	7-Nov	Completed
3- Customer Churn Prevention	12-Dec	On time
4- Omni-channel Strategy	13-Nov	On time

Six Sigma Process

- **Define:** Identify the problem, define business goal to achieve and set the process to succeed.
- **Measure:** Determine the marketing and financial metrics to measure ongoing performance.
- **Analyze:** Evaluate the impact of the marketing initiative on the business performance.
- **Validate:** Review final results with the team to rollout, change direction or abandon the initiative.

Team Members

<u>Projects</u>	<u>Sponsors</u>	<u>Manager</u>
1- Marketing Promotion	Advertising team	Franck
2- Optimize Top of the Funnel Strategy	Research & Strategy team	Sergio
3- Customer Churn Prevention	Analytic team	Abdel
4- Omni-channel Strategy	Cross channel team	Syrius