

## Action plan



### Decide which digital sales channels will work best for your business

With so many digital sales channels available to businesses, selecting the ones that serve your individual needs can be a challenge. Start by fully understanding your target demographic and then establish the best system for organising your customer data.

- **Effort:** High
- **Impact:** High

#### Actions:

#### Build up customer personas of your target audience by researching popular platforms and looking at data from past purchases.

- **Impact:** High
- **Suggested duration:** 20 days
- **Why this will help:** Developing customer personas will give you a better understanding of your target customers and how to advertise to them.

#### Learn more about the digital landscape and emerging trends by speaking to peers and reading relevant industry publications.

- **Impact:** Medium
- **Suggested duration:** 10 days
- **Why this will help:** Keeping abreast of where your customers might be in six or 12 months allows you to move quickly when the time is right.

#### Introduce a CRM to organise sales data and get a real-time view on your most effective sales channels.

- **Impact:** High
- **Suggested duration:** 30 days
- **Why this will help:** If you don't already have a CRM or strategy for using data, now is the time to get one. It means you can start collecting and analysing customer data, giving you better insights into where to sell.

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**Streamline your sales process by focusing on the sales channels that have had the highest success rate so far.**

- **Impact:** High
- **Suggested duration:** 25 days
- **Why this will help:** Rather than trying to sell through multiple channels, use data to be smart about which ones to use. Look at what has worked best so far and dedicate your time and resources to those.

**Decide which digital sales channels will work best for your business by comparing their performance with your old sales channels.**

- **Impact:** High
- **Suggested duration:** 20 days
- **Why this will help:** Deciding to stop using certain sales channels – or introducing completely new ones – can be daunting. But if your decisions are based on robust research, these changes should have a positive impact on sales and profit.

### How will I know if my action plan is working?

**Way to measure success**

Source of sales

**Why this metric?**

Marketing needs to contribute to your revenue goals.

**How do I start tracking?**

Record how new customers found out about your company. The information can be collected automatically when customers are inputting their details or by salespeople.