

Marketing Plan Outline

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Marketing Vision

Orti's Organic Bakery is built around the belief that eating a healthy, organic breakfast can have a significant impact on a person's health and attitude, as well as the environment. Orti's also believes that customers can have great tasting organic baked goods if the right attention is paid to sourcing, recipes, and consistency.

Orti's Organic Bakery will launch a first location at Union Station in Toronto, to serve commuters and build a local brand which can be leveraged into additional locations in the coming years. Orti's will build a following through advertising, referral marketing, and a loyalty program.

This marketing plan will allow Orti Franklin, the owner, to focus his marketing efforts by taking the long view, and looking for results on a daily and weekly basis to see that the chosen tactics are successful.

1.1 Goals

Personal Goals:

- Devote at least 40 hours per month specifically to marketing
- Obtain at least one speaking engagement per month related to organic food and living
- Set up operations so that it is possible to take two weeks vacation in second year of operation

Business Goals:

- Achieve total annual revenue of over \$300,000 in year 2
- Achieve an average monthly transactions per customer of 6 by end of year 4
- Achieve average monthly spend per customer of \$36 by end of year 3

Strategic Goals:

- Raise funding to expand or franchise in the fourth year of operation after the concept and brand has been proven
- Achieve 99.5% customer satisfaction (199 in 200 customers leaves satisfied)
- Achieve 15% market of Union Station breakfast customers by end of year 3

Tactical Goals:

- Reach 5,000 e-newsletter subscribers by end of year 3
- Achieve Orti's Organic Bakery club membership of 3,500 by end of year 3
- Have 15 business referral partners by end of year 3

1.2 Purpose

Orti's Organic Bakery's marketing plan is designed to document the path the business plans to take to work towards its ultimate goal of becoming a serious player in the Downtown Toronto area organic movement and to make a difference in the community by being a vocal proponent of organic eating and living. We truly believe that organic food is not a gimmick - it is a path to a healthier and more sustainable life. We also believe that customers need not give up good taste in order to eat healthily, as the right recipes can bring the two together.

1.3 Picture

If Orti's Organic Bakery achieves its mission, the path will be paved for the business to open locations throughout the downtown Toronto area. Not just organic devotees, but Downtown Toronto locals in general will come to know Orti's Organic Bakery is synonymous with great tasting baked goods. In this future, the organic living market will grow and be a market force to be reckoned with and no longer a niche. Orti's products will appeal to this organic living market as well as anyone seeking high quality baked goods.

Customer will seek out an Orti's Organic Bakery location and find comfort in the consistent service and taste, and the transparency with which the business describes its ingredients and their sources. The customer won't mind waiting a few minutes in line in order to purchase, and will enjoy sitting with a paper at the counter to enjoy their fresh scone, croissant, or bagel.

1.4 Gap Dashboard

The Gap Dashboard will be reviewed on a monthly basis and includes many key marketing metrics which are reviewed on a weekly basis:

- Personal goal results are tracked by Orti Franklin directly to see that he is achieving recognition as an expert in the field, devoting ample time to marketing work, and achieving a sustainable work-life balance
- Business goal result are tracked in the accounting system
- Tactical goal results are tracked in the CRM system where all information related to these tactics is entered
- Strategic goal results are tracked by Orti Franklin on a monthly basis, based on customer complaints (to determine satisfaction level) and financial reports from Union Station (to determine market share achieved)

Gap Dashboard

	Year 1	Year 2	Year 3
Personal			
Owner hours spent on marketing	560	480	480
Owner speaking engagements	4	10	12
Owner vacation days	5	10	10
Business			
Total revenue	\$214,881	\$304,782	\$335,261
Transactions Per Customer	35	60	72
Spend Per Customer	\$105	\$336	\$432
Tactical			
E-Newsletter Subscribers Added	1,069	1,883	2,278
Bakery Club Members Added	900	1,794	2,063
Business Referral Partners Added	9	3	3
Strategic			
Investment Funding Raised	0	0	\$500,000
Market Share of Union Station added	13.50%	1%	1%

Ideal Customer

The ideal customer for Orti's Organic Bakery is willing to take a little extra time and spend a little extra money to eat healthy, naturally-grown food in the morning. He or she knows the difference between store-bought or street vendor baked goods, which make no promises about organic quality, and those that do. The customer knows that organic food tastes as good as, or better, than conventionally grown good, and believes that there does not need to be any difference between eating what is good for the environment and eating what is healthy. This ideal customer would look for organic labels in grocery stores and be more inclined to buy from socially conscious brands elsewhere.

2.1 Market Description

Orti's Organic Bakery will serve customers in Toronto, ON who share the following characteristics:

- Commute through Union Station in Toronto on a daily basis
- Live or work within a five minute walk from Union Station
- Believe in nutritional value of organic baked goods
- Believe in paying a premium for high quality products
- 22 to 40 years old
- Professional jobs
- Earn \$40,000 per year and up

Remarkable Difference

Orti's Organic Bakery's encourages the on-the-go commuter to slow down for just a few moments in the midst of their morning rush and consider the healthfulness of what he or she is eating. This daily choice is extremely important both for the individual and for the environment, and Orti's wants to help them make the decision that is beneficial for both.

3.1 Differentiators

Orti's Organic Bakery's message of its value, promoted through all of its marketing and its service experience, differentiates it from its competitors. This message is that Orti's Organic Bakery is a local bakery that chooses the most nutritious, organic ingredients to make its own delicious baked goods every day.

The daily choice of breakfast has an incredible, cumulative impact on an individual's health and the environment where these ingredients come from. Customers will be reminded through signage at our bakery of the results of this impact, and come to see that they need not give up great taste to be part of the organic movement

Core Strategy

The positioning goal for Orti's Organic Bakery is to be THE healthy, delicious, and environmentally-friendly choice for baked goods at Union Station in Toronto, ON. By pursuing this goal, Orti's Organic Bakery intends to achieve the following measurable results:

- Fill seats at an average of 90% capacity between the hours of 7:30 and 9:30 am, Monday through Friday by the end of the first year of operation
- Serve an average of 300 customer orders per weekday by the end of the third year of operation
- Hold prices at 15% higher than bakery chains, such as Panera and Au Bon Pain

4.1 Core Branding Elements

Core branding elements for Orti's Organic Bakery include the following:

- Tagline "Your Breakfast Matters" (on menu, signs within the store, advertisements)
- Light brown and orange color theme to approximate the color of pastries and orange juice (color of walls, tables, order counter)
- Logo of a sunrise made of wheat (appears on main sign outside Orti's Organic Bakery, along with the name, on employee uniforms, on posted menu, and on advertisements)

These elements will be developed by the owner Orti's Organic Bakery with the help of a branding firm, in order to engage in detailed competitive research within the Union Station area and to best understand the associations which potential customers have with different branding options.

Product/Service Innovation

Orti's Organic Bakery will build its customer base by offering the following products and services:

To suspects (individuals who live or work within five minutes of Union Station): Website and Facebook page offering selected Orti's Organic Bakery recipes for free. Delivery of "care packages" to nearby businesses, with free samples of freshly baked goods.

To prospects (potential customers who pass by Orti's Organic Bakery): \$1.50 breakfast options - croissant, bagels, scones. Free standing sign in front of the bakery announcing specials of the day, discounted combination offers. Once a week, offering free samples to passers-by (employee will stand outside bakery with tray holding free samples).

To customers (customers who have previously purchased at least one order): \$5 full breakfast options (such as egg on bagel, coffee, and fresh fruit/small fruit salad)

To loyal customers (customers who get breakfast at Orti's Organic Bakery at least once per week): Orti's Organic Bakery Club offers with loyalty card, such as free baked good with purchase of 5 baked goods, weekend giveaways, or free coffee with purchase of \$5 or more.

By serving at all of these levels, Orti's Organic Bakery will provide the means for customers to learn about Orti's Organic Bakery and move up the ladder towards greater value to Orti's Organic Bakery (and a greater impact on their health and the environment, as our marketing promises).

5.1 Price Rationale

Orti's Organic Bakery intends to charge prices that are, on average, 15% higher than some national bakery chains like Panera and Au Bon Pain. This is necessitated by the smaller scale of the bakery and by the higher quality ingredients that it purchases. We believe customers will accept these higher prices because of the value they place on their health and the environment, which Orti's Organic Bakery reminds them of in all messaging. If the difference between non-organic and certified organic is only 15%, certain customers who value this difference will accept that extra expense and consider it the price of eating a healthier breakfast.

Marketing Materials

Marketing materials for Orti's Organic Bakery will include the following items:

- Business cards geared towards customer referrals
- General business cards
- Tri fold brochure/menu
- Business referral program brochure
- Orti's Organic Bakery website
- Print advertisements
- Banner online ads on stltoday.com
- Text ads on Google Adwords
- Poster ads on mass transit

Web Plan

Orti's Organic Bakery website has the dual goal of encouraging visitors to sign up for Orti's Organic Bakery e-newsletter and to visit the physical store. Products cannot be purchased over the website, but a menu with images of all items will be included as well as promotional items such as t-shirts and baseball caps for sale.

The website's main pages will be:

- Menu, including monthly specials
- Location (including map) and hours
- Contact information (with form for questions and comments), including links to follow Orti's on Twitter or be a fan on Facebook.
- Jobs page with open positions at Orti's Organic Bakery
- Business page with information on the business referral program
- Archived newsletters with articles on organic baking topics and recipes

It is hoped that the growing content about organic baking will increase the website's visibility for related keywords. Those who link to the archived newsletter articles will also be encouraged to sign up for the twice monthly newsletter by giving their name and email address. The newsletter will include promotions to Orti's Organic Bakery as well as valuable information for prospects. After receiving enough promotions and understanding better how serious Orti's Organic Bakery is about organic baking, it is hoped that these prospects will make a point to visit the bakery when they are at Union Station.

7.1 Social Media Plan

A Facebook mirror page for Orti's Organic Bakery site will be another venue to promote the e-newsletter to those who sign up as fans. Facebook-only promotions will be offered from time to time to encourage fans to share the website with their friends. The Facebook page will have the same goal as the website: to encourage prospects to visit Orti's Organic Bakery in person. The Facebook page will have an additional goal of deepening the connection between existing customers and Orti's Organic Bakery by providing a means for them to interact with Orti's Organic Bakery beyond their visits to the store. For example, Orti's Organic Bakery customers will be encouraged to post discussion topics about organic baking and "living organic," and to post photos of themselves at Orti's Organic Bakery.

A Twitter account will also be utilized. Tweets will be sent out when fresh items are available, and will be used to encourage followers to tell their friends (for example: "Hot organic blueberry scones available now at Orti's. First to retweet gets a second scone free!").

Lead Generation Plan

Leads for Orti's Organic Bakery will be generated through the following means:

- Customer referrals to other customers via a business card promotion at checkout
- Business referrals from area businesses via a six month introductory promotion marketed directly to these companies
- Online advertising at toronto.ca, a Toronto, ON news website, and via local pay-per-click advertising on Google Adwords
- Print advertising in the Union Station monthly newsletter, regularly in the Toronto Star alternative newspaper, and periodically in the Toronto Metro.
- Alternative advertising through posters on Metro buses and trains which serve Union Station

8.1 Advertising

Media Tracking Kits Requested

Advertising Medium	Contact Name	Contact #	Distribution	Cost/Ad	Total CPM
Union Station newsletter	omitted	omitted	omitted	omitted	omitted
Metrolink trains	omitted	omitted	omitted	omitted	omitted
Metro buses	omitted	omitted	omitted	omitted	omitted
Toronto.ca	omitted	omitted	omitted	omitted	omitted
Toronto Star (alternative paper)	omitted	omitted	omitted	omitted	omitted
Toronto Metro	omitted	omitted	omitted	omitted	omitted
Google Adwords	omitted	omitted	omitted	omitted	omitted

8.2 Referrals

Customer Referrals:

Orti's Organic Bakery will have business cards available at the counter which offer a free baked good with any purchase on the back. The checkout clerk will encourage the customer to pass this business card on to someone else so that they can redeem it for the free baked good. Some may choose to use it for themselves, but it is hoped that many will give it to someone else, as they will be told that is the purpose of the card.

Business Referrals:

Orti's Organic Bakery will seek referrals from Union Station area businesses who share its environmentally-conscious mission. These include "green" firms and environmental consultants. Orti's Organic Bakery will offer a six month

promotion to individuals from these firms (when they show ID) which grants them Orti's Organic Bakery Club deals without having to sign up for the Club. We hope that these firms will pass on the information about this deal to their employees, as it is in keeping with their own mission and an additional perk they can offer to their staff.

Lead Conversion Plan

Lead conversion begins the moment that customers walk within 50 feet of Orti's Organic Bakery. The open-front location in Union Station will allow the smells of fresh baked goods to waft into the surrounding area, encouraging prospects to enter. A free standing sign in front will announce specials of the day.

Upon entering, menus both behind the check-out counter and on the opposite wall will be visible to show the range of options, starting with the options targeted to on-the-go prospects at the top and full breakfast packages below. Most of the education of prospects must happen through the signage and decor, because a clerk will not always be able to greet each entering prospect during the busiest times at the bakery. Certainly, during less busy hours when a clerk is not serving a customer, he or she will greet each prospect.

Orti's Organic Bakery will attempt to capture customer information so they can be marketed to directly. This will be encouraged by requesting customers to drop off a business card for a weekly drawing with the winner receiving a "Care Package" basket of baked goods for their office. All business cards left at the counter will be scanned with a business card scanner on a nightly basis, and the winner chosen out of that group every Thursday evening. Clerks will ask each customer to drop off their card to participate in the drawing. An email will be sent to the winner telling them that they have won, and the basket will be delivered to the winning office. Through this method, Orti's Organic Bakery will develop a list for its customer newsletter and introduce our products to more prospects.

Service Experience

Orti's Organic Bakery will encourage customer loyalty through the following means:

- Providing convenient, delicious, nutritious baked goods
- Offering consistently excellent customer service (the WOW Process)
- Promoting Orti's Organic Bakery Club loyalty program for repeat customers
- Finding new and interesting ways to reward Orti's Organic Bakery Club members with deals, discounts, and freebies, especially to those at the top of the pyramid who visit Orti's Organic Bakery the most regularly

10.1 Loyalty Product/Service Offerings

Orti's Organic Bakery Club membership is offered via a sign at the checkout stating "Is eating our organic baked goods becoming a habit for you? Join Orti's Organic Bakery Club to earn rewards and discounts every time you visit. Membership is free!"

Clerks will reiterate this message, by being encouraged to recognize regular customers, and asking each customer if they are a member upon checkout and entering their membership into the computer if they would like. Joining Orti's Organic Bakery Club requires the customer to write their name and email address on a short form. They are given a membership card at that moment. Their name and email is entered into the computer during down-time or after hours if needed and associated with the membership number they were given.

Orti's Organic Bakery Club members are signed up to receive the e-newsletter automatically, and both the dollars they spend and the number of orders they make are tracked and associated with their account. Offers they may be given include:

- Free baked good item with the purchase of five baked goods
- Free items on weekends, after a certain threshold or consistency of purchases has been achieved
- A 15% discount when purchasing more than \$20 worth of items
- Free coffee with purchase of \$5 or more

The most loyal customers will be solicited to participate in surveys which attempt to discern what new items might be popular and how the service experience can be improved. These surveys will take place quarterly, and those whose suggestions are used will be rewarded with gift cards. Through this involvement, loyal customers will help to improve service, which should bring in additional customers on its own. They will also have something to tell their friends about and will be likely to tell others that Orti's Organic Bakery listened to their suggestions and gave them a gift for participating.

10.2 WOW Process

The WOW Process is the method by which Orti's Organic Bakery employees create a consistent and comfortable experience for customers. The Process includes:

- Consistent training for each employee, including not only service procedures, but knowledge of Orti's Organic Bakery ingredients and baking processes, so that every employee can explain to customers the effect it has nutritionally and environmentally.
- Standard and pleasant customer greetings for the clerk to address the next customer in line.
- Allowances for clerks on duty to take initiative, even in the absence of a manager, to replace customer orders, offer substitutions, or offer refunds in the case that a customer is not satisfied with their order.

- Paid mystery customers will periodically evaluate the clerk's adherence to procedures and ability to satisfy them, as well as the quality of the baked goods. Staff will know that these mystery customers will appear from time to time, but will not know when.
- Standard recipes will be used in the bakery and extensive training of bakers will ensure consistency of the products.

Marketing Calendar

The marketing calendar is set in advance by the owner, Orti Franklin. Monthly marketing themes will focus the efforts on different aspects of the marketing work each month so that all elements are considered seriously and developed every year.

Milestones refer to the developmental activities during the four months prior to the business launch on January 1, 2011.

On a daily basis, the owner will devote the hours of 1 pm to 3 pm to marketing activities. Of this time, at least 10 hours per month will be devoted to the marketing theme. The rest of the time will be spent on development of the e-newsletter, creation of promotions, business referral marketing/business development, monthly employee workshops, and other ongoing activities that are not administered by the staff.

On a weekly basis, the sales and marketing critical numbers (actual sales versus forecast, actual marketing expenses versus forecasted, and key marketing metrics) will be reviewed by the owner. This will occur every Monday, with a report generated from the previous week.

11.1 Monthly

Months	Marketing Theme
1	Orti's Organic Bakery Club brainstorming and development
2	Online advertising development
3	Business referral program
4	Print advertising development
5	Website development
6	Customer referral program
7	Marketing training development
8	Store decor

9	Alternative advertising development (i.e. mass transit posters)
10	Wow process
11	E-newsletter development
12	Annual review

Milestones

Advertising	Start Date	End Date	Budget	Manager	Executed By
Print advertising development	9/1/2010	10/1/2010	\$2,500	OF	Marketing firm
Print advertising purchased	10/1/2010	10/15/2010	\$5,000	OF	OF
Poster advertising development	9/1/2010	10/1/2010	\$2,500	OF	Marketing firm
Poster advertising purchased	10/1/2010	10/15/2010	\$5,000	OF	OF
Total Advertising Budget			\$15,000		
PR	Start Date	End Date	Budget	Manager	Executed By
Choose and hire PR agent	8/15/2010	9/15/2010	\$0	OF	OF
Write initial press release	9/15/2010	10/1/2010	\$1,000	OF	PR agent

Send press release	11/1/2010	11/15/2010	\$500	OF	PR agent
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Total PR Budget			\$1,500		
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Referral Marketing	Start Date	End Date	Budget	Manager	Executed By
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Create target list of businesses	11/1/2010	11/15/2010	\$0	OF	OF
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Design business brochure	10/15/2010	11/15/2010	\$1,000	OF	Marketing firm
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Print business brochures	11/15/2010	12/1/2010	\$1,500	OF	Marketing firm
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Send brochures and contact businesses	12/1/2010	12/31/2010	\$250	OF	OF
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Print customer referral business cards	12/1/2010	12/31/2010	\$1,000	OF	Marketing firm
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Total Referral Marketing Budget			\$3,750		
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Web Development	Start Date	End Date	Budget	Manager	Executed By
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Website development	9/1/2010	11/1/2010	\$10,000	OF	Marketing firm
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Facebook Page development	10/1/2010	11/1/2010	\$2,000	OF	Marketing firm
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Adwords campaign development	11/1/2010	11/15/2010	\$1,500	OF	Marketing firm
Website live	11/1/2010	11/1/2010	\$0	OF	Marketing firm
Total Web Development Budget			\$13,500		
Other	Start Date	End Date	Budget	Manager	Executed By
Design employee orientation	9/1/2010	10/1/2010	\$0	OF	OF
Design logo and core branding elements	9/1/2010	9/15/2010	\$2,000	OF	Marketing firm
Design and purchase signage	11/1/2010	11/15/2010	\$3,000	OF	Marketing firm
Design and purchase business cards	11/1/2010	12/1/2010	\$1,000	OF	Marketing firm
Total Other Budget			\$6,000		
Totals			\$39,750		

Critical Numbers

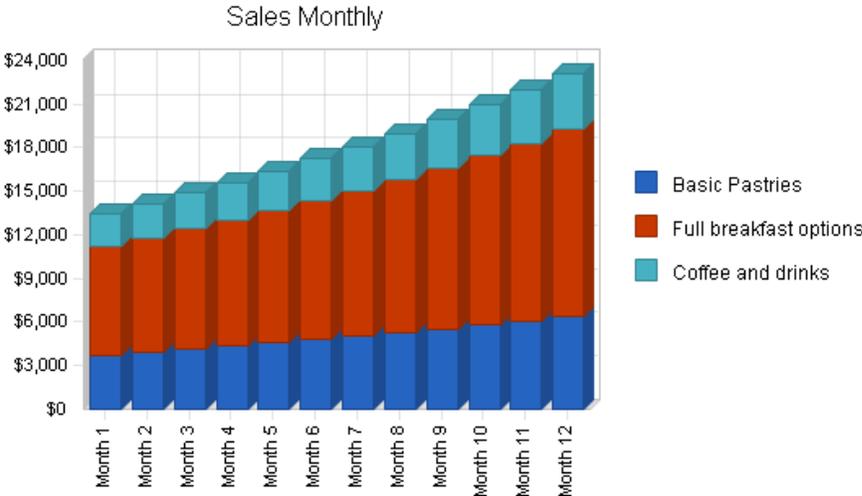
Critical numbers will be tracked by the business software, including the point-of-sales system, which interfaces directly with a CRM system that can track loyalty club members (as their information is entered directly into the system), testimonials, and PR mentions (found via Google alerts and scanning newspapers). Marketing expenses are tracked by the accounting software which interfaces with the POS software to provide a full financial picture of the business.

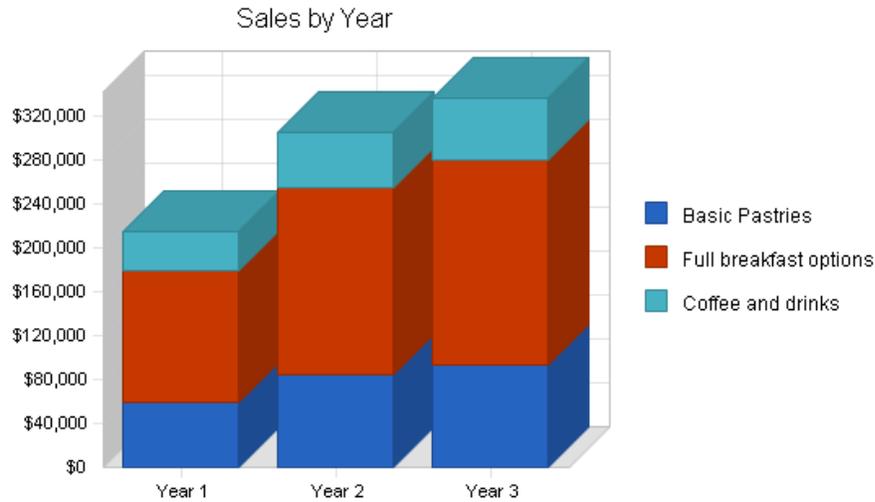
12.1 Sales Forecast

The sales forecast shows items split into three basic categories:

- Basic pastries, geared towards on-the-go customers
- Full breakfast options including fruit and a drink
- Drinks, which are expected to be purchased on their own, or with basic pastries

Sales are expected to rise 5% per month in the first year and then 10% annually in the second and third years. Direct costs for the items are a low percentage of the total prices, and refer to the costs of ingredients and packaging given to customers.





Sales Forecast

	Year 1	Year 2	Year 3
Unit Sales			
Basic Pastries	39,793	56,441	62,085
Full breakfast options	23,876	33,865	37,251
Coffee and drinks	23,876	33,865	37,251
Total Unit Sales	87,544	124,171	136,588

Unit Prices	Year 1	Year 2	Year 3
Basic Pastries	\$1.50	\$1.50	\$1.50
Full breakfast options	\$5.00	\$5.00	\$5.00
Coffee and drinks	\$1.50	\$1.50	\$1.50

Sales	Year 1	Year 2	Year 3
Basic Pastries	\$59,689	\$84,662	\$93,128
Full breakfast options	\$119,378	\$169,324	\$186,256
Coffee and drinks	\$35,814	\$50,797	\$55,877
Total Sales	\$214,881	\$304,782	\$335,261

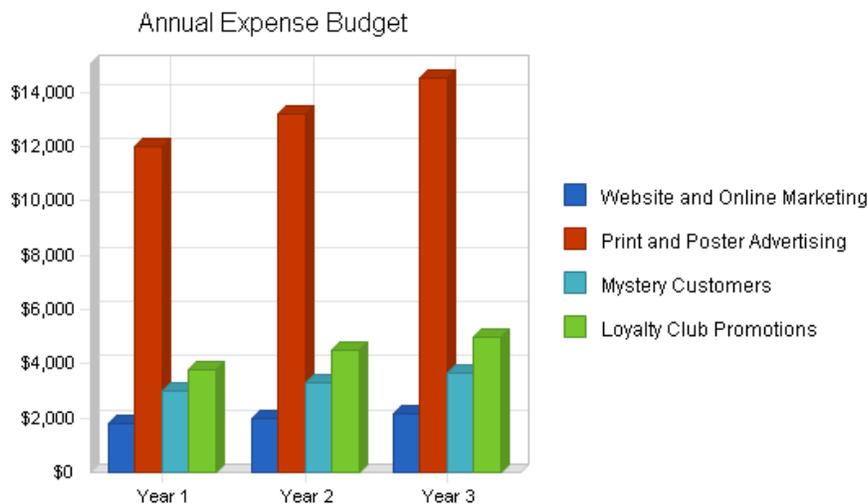
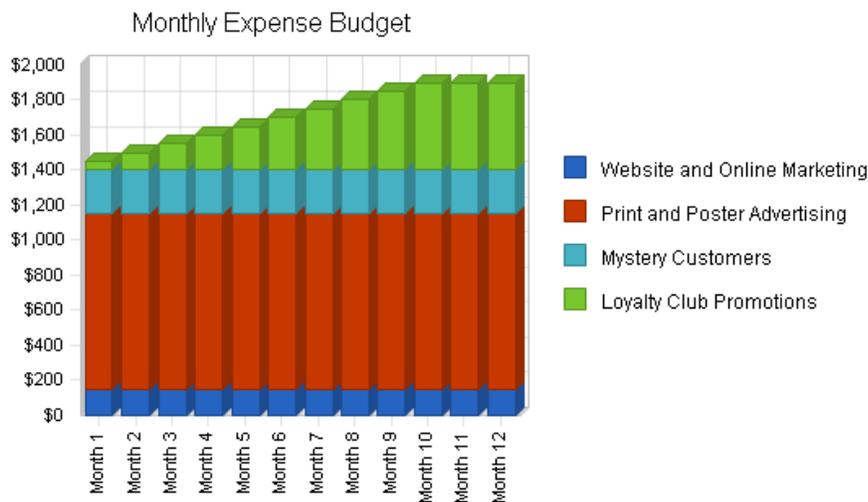
Direct Unit Costs	Year 1	Year 2	Year 3
Basic Pastries	\$0.38	\$0.38	\$0.38
Full breakfast options	\$1.25	\$1.25	\$1.25
Coffee and drinks	\$0.22	\$0.23	\$0.23

Direct Cost of Sales

Basic Pastries	\$14,922	\$21,165	\$23,282
Full breakfast options	\$29,845	\$42,331	\$46,564
Coffee and drinks	\$5,372	\$7,620	\$8,382
Subtotal Direct Cost of Sales	\$50,139	\$71,116	\$78,228

12.2 Marketing Expense Budget

Marketing expenses on an ongoing basis are expected to total almost 10% of sales in the first year and drop to about 7.5% of sales in subsequent years. The initial development costs for marketing are included in the Milestones chart and are not represented here. Most marketing expenses are expected to rise 10% annually along with sales, except for loyalty club promotion costs which will rise more quickly.



Marketing Expense Budget

Year 1 Year 2 Year 3

Website and Online Marketing	\$1,800	\$1,980	\$2,178
Print and Poster Advertising	\$12,000	\$13,200	\$14,520
Mystery Customers	\$3,000	\$3,300	\$3,630
Loyalty Club Promotions	\$3,750	\$4,500	\$4,950
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Total Sales and Marketing Expenses	\$20,550	\$22,980	\$25,278
Percent of Sales	9.56%	7.54%	7.54%

12.3 Key Marketing Metrics

Key marketing metrics are expected to be indicators of the success of Orti's Organic Bakery marketing overall.

- Leads: Defined as individuals who step into Orti's Organic Bakery store to consider a purchase
- Leads Converted: Estimated at 50% going forward based on the fact that many will not be qualified when they enter the store after passing by in Union Station
- Average Transactions Per Customer: Expected to rise significantly as customers return for more and more breakfasts per month
- Average \$ Per Customer: Will likewise rise along with average transactions
- Referrals: Includes customer and business referrals
- PR Mentions: Online or print mentions of the business that are not paid advertising. Expected to be high upon opening, then drop off and rise again until achieving a steady level
- Testimonials: Will be sought from the best and most loyal customers. 60 great testimonials per year (5 per month) is all that will be needed to add to the website. These will be sought as video testimonials whenever possible.
- Loyalty Club Members Added: This number will rise significantly as more customers see the value in repeated visits and identify with Orti's Organic Bakery

Key Marketing Metrics

	Year 1	Year 2	Year 3
Revenue	\$214,881	\$304,782	\$335,261
Leads	79,586	112,882	124,171
Leads Converted	50.00%	50.00%	50.00%
Avg. Transactions/Customer	3	5	6
Avg. \$/Customer	\$9	\$32	\$35
Referrals	2,138	3,766	4,143
PR Mentions	68	60	60
Testimonials	45	60	60
Loyalty Club Members Added	900	1,794	2,063

Marketing Training Game

Staff training includes both an initial orientation and training as well as ongoing continuing education segments.

Initial orientation will be run by the owner until customer service and kitchen operation managers are hired in the future. For one week, half of each day will be spent in training, and the other half shadowing the operations of Orti's Organic Bakery. Training will include:

- Learning the entire Orti's Organic Bakery menu
- Understanding Orti's Organic Bakery difference (what it means to be organic and the value of organic baking for nutrition and environment)
- Orti's Organic Bakery core message and branding
- Orti's Organic Bakery customer referral program
- Orti's Organic Bakery business referral program
- Orti's Organic Bakery Club rules and benefits
- Orti's Organic Bakery website and online marketing
- Service procedures specific to the employee's role (baker or clerk)

Ongoing workshops will be based on customer feedback and problem areas identified by mystery buyers, as well as additional elements of organic living, which will better educate employees to, in turn, educate customers. These