

Target Market	Marketing Method	Venue (Site Name or Source)	Estimated Impressions per Year	Cost per 1000 Impressions	Jan.	Feb.	Annual Cost	Est. Visits @ 5% Imp.	Estimated Conversions @ 2% Visits	Mktg Cost per Conversion	Mktg Cost as % Revenue @ \$x per Sale
All Cyclists	Banner Ad			\$		\$	\$			\$	%
All Cyclists	Onsite Message Board			\$	\$	\$	\$			\$	%
Bike Clubs	Affiliate			\$	\$	\$	\$			\$	%
Bike & Fitness Press & Trade	Press Release			\$	\$		\$			\$	%
Budget Cycle Shoppers	Shopping Search Engine			\$	\$	\$	\$			\$	%
Competitive Cyclists	Third-Party Blog			\$	\$	\$	\$			\$	%
Existing Buyers & Opt-Ins	Inhouse Newsletter			\$	\$	\$	\$			\$	%
Fitness	Google Ads			\$	\$	\$	\$			\$	%
Fitness	Newsletter Sponsor			\$		\$	\$			\$	%
Gym Members	Rented E-Mail			\$		\$	\$			\$	%
Spinning Enthusiasts	Banner Ad			\$	\$		\$			\$	%
Women's Health > 45	Banner Ad			\$	\$		\$			\$	%
		Monthly Totals:		\$	\$	\$	\$			\$	
Examples of Sales Objectives (take from your planning form)											
By End of Year 1 (Post Launch):			Reach \$25K per month gross revenue.								
			Reach \$300K per year extended.								
			Reach 500 sales per month.								
By End of Year 2 (Post Launch):			Reach \$50K per month gross revenue.								
			Reach \$500K per year extended.								
			Reach 1000 sales per month.								
Estimated Average Sale:			\$40								
Monthly Target Amount:			\$25,000								
# Sales Needed per Month:			625								
# Visitors Needed at 2% Conversion per Month:			31,250								
# Impressions Needed at 5% CTR per Month:			625,000								
# Visitors Needed at 4% Conversion per Month:			15,625								
# Impressions Needed at 5% CTR per Month:			312,500								