



Priority	Key Action	Owner(s)	Supported By	When	Objective
A	Website/Microsite PRC	Gracia	Santilla	Q1	To provide information to current and potential clients
B	Revamping Quote Letters (Proposals)	Gracia	Santilla, Isabel	Q1 - Q3	To give current proposals a clean, simple, unified look
C	Streamline Promotional Campaigns	Santilla	Isabel	Q1- Q4	To help increase awareness about products and services. Create brand loyalty
D	Social Media Strategy	New Hire	Gracia	Q2	Enhanced Visibility to customers and potential customers
E	Market Intelligence	Mariella	New Hire (?)	Q1 - Q4	To monitor the activities of our competitors-products and services they sell (strenghts & weaknesses)
F	Customer-centric Marketing Materials	Santilla	Isabel	Q1 - Q4	To establish better connections. Educate end-user about their products
G	Educational (Powerpoints)	Gracia	Isabel	Q1 - Q4	To impart knowledge of the products