

U.S. Group Marketing Strategy 2019
 Executive Sponsors: Alex Rizo, Carlo Mulvenna
 Department Leader: Santilla Victorian

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 (strengths& weaknesses)
F	Customer-centric Marketing Materials	Santilla	Isabel, Mariella	Q1 – Q4	To establish better connections. Educate end-user about their products
G	Educational (PowerPoints)	Gracia	Mariella, Isabel	Q1- Q4	To impart knowledge of the products

Projects for 2019

1. Microsite & PRC Revamp – Santilla & Gracia
2. Benefit Guide & Proposal Revamp
3. Have everyone’s Point Drive set up on LinkedIn
4. Direct Marketing pieces to accompany digital marketing campaign
5. Reports issued every quarter (to Sales Team)
6. New Video to detail Pharmacy Benefit