



Session 3:

Express Strategic Planning “Scoring Ideas”

Presented by the amazing and inimitable

BEFOUNDFOUNDONLINE



The BFO ESP Framework

You Are Here!



Goals/Metrics

Brainstorming

Scoring

Priorities

Execute

What are we after?
What's the big picture?
What does success mean?

Opportunities &
Initiatives

Evaluate opportunities
against key criteria:
Time, Cost & Revenue

Make sense of the list:
Best Opportunity?
Least Time?
Least Expensive?

Execute based on
priority - evaluating
progress and plans
every 60-90 days

Strategic Vision

Strategic Plan

Strategic Thinking For Digital Success



Defining S.M.A.R.T. Goals

2022 Goals:

1. Grow Revenue by 20%
2. Increase AOV by 30%
3. Increase Conversion Rate by 10%



Defining S.M.A.R.T. Metrics



Goal 1 Metrics:	Goal 2 Metrics:	Goal 3 Metrics:
1. From \$2m to \$2.4m	1. From \$100 to \$130 2. Increase “Add to Cart” actions 25%	1. Cart Completion from 10% to 11%



Review - Brainstorming

- Choose Remote or In-Person
- A Good Facilitator is Key
- Choose Tools
- Define Rules
- Get After It!
- Mural Link:

<https://app.mural.co/t/bfoesp4760/m/bfoesp4760/1641836325241/a0bea881b8473089a17ee881619deceab2069058?sender=u03391f72301be190cc954528>



Review - Brainstorming

Increase Revenue 20%

Flash Sales

Review
Product
pricing

Increase
Marketing
Spend in Paid
Search

SEO

Content
Marketing

Increase AOV 30%

Free
Shipping
Over \$XX

Discounts &
Specials

Incentives
Additional
Cart Ads

Sell More
Widgets!

Increase Conv Rate 10%

A/B Testing

Remarketing

Email
Upgrade

Covert
More
People!



Definitions - Scoring



Rubric:

1. **Revenue** - What is the revenue potential for each tactic scored as: high, medium, or low.
2. **Time** - The amount of time it will take to implement the tactic scored as: short, medium, or long.
3. **Cost** - How much will it cost you to implement the tactic scored as: low (up-to \$25k), medium (\$25k - \$100k), or high (\$100k+)



Instructions - Scoring

1. Facilitator fills out the opportunities and definitions in the “BFO ESP: Opportunity Scoring” spreadsheet from the notes taken during the Session 2: Brainstorming
2. Facilitator makes a copy of the “BFO ESP: Opportunity Scoring” spreadsheet for each participant.
3. Facilitator shares each participant’s copy of the spreadsheet with the participants.
4. Facilitator sets a timeframe for which the spreadsheet is to be completed.
5. Each participant fills out the spreadsheet with the given options and sends back to the facilitator.



Up Next: Session 4 - Prioritization

Wrapping Up!

- Group Ideas
 - Review Scoring Definitions
 - Each Person Scores
 - Collect & Summarize (NEXT VIDEO)
 - Review & Prioritize (NEXT VIDEO)
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- Scoring Sheet:
<https://docs.google.com/spreadsheets/d/1ZQcrIENWd-xIIgs5mBxgCBNsj0GiEV64nJTlcXOAOIE/edit?usp=sharing>

For questions or if you need help implementing any of these tips:

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