

Business Goals & Objectives

The Pocket Referee: Keeping the peace with siblings and competitive friends is as easy as passing (or keeping) a coin. <http://www.thepocketreferee.com>

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| Business Goal 1 | Build Awareness -> Brand & Product |
| Who? (Communities of interest) | Where are they? |
| Older, urban, parents of adolescents | LinkedIn, Facebook, Twitter, Youth sporting events, Shopping areas, Restaurants, Grocery stores |
| Grandparents | Facebook, AARP, Health focused events, Senior publications |
| Caregivers | Blogs, day care centers |
| Mommy Publications / Bloggers | Direct to publication / blog, Twitter |

Benchmarks: Increased web traffic; Product inquiries, Facebook Fans

Strategy: Establish presence on social sites and blogs – become active and engaged in each community through event sponsorships, article marketing, RT’s, FB posts, FB Ads, guest blog posts, & strategic blog comments.

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| Business Goal 2 | Generate Sales |
| Who? (Communities of interest) | Where are they? |
| Older, urban, parents of adolescents | |
| Grandparents | |
| Caregivers | |

Benchmarks: Sales volume

Strategy: Facebook ads linked to special offer page; Amazon.com promotion; “Summer Peace at Grandma’s” promotion

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| Business Goal 3 | |
| Who They Are | WHERE are they? |
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