



## Financial Management Objective Homework

**Student  
Class #**

Warren
Smith

**Name:**

N324
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**Academy**

***I plan to accomplish the following objective  
our next class on:***

May 15th
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**by**

**Provide the relevant  
composite data**

Department	Month	Page	Column
NEW USED SALES	MARCH	4	7/8

<b>Action plan for achieving objective</b>
<p><b>What is the area of focus?</b></p> <p>Digital marketing spend on SEO an SEM.</p>
<p><b>What is the proposed plan? How will you achieve it?</b></p> <p>I want to verify if the cap spend on my Digital marketing dollars turned over to the vendors, (paid,social,display,u tube and facebook) are being maximized. I send the check every month for the full cap amount. Are they spending that in the market on my behalf? I will have my new hire (digital marketing manager) gain access to the google ads words and back end tools for analytics on all these accounts. My guess is that the marketing companies are not using the full spend even though I pay the full spend every month. I would expect a refund on unused spend and or a credit towards future months.</p>
<p><b>How will you track your progress? What measurements, KPI's? How often will you track?</b></p> <p>We will audit back to the initiation of the contracts and make a spread sheet on paid vs spent in the market. I will track this monthly moving forward after the initial audit has been complied.</p>
<p><b>Who are the employees that will be involved, or impacted? Will they require training or assistance?</b></p>

Digital marketing manager, controller, and accts payable
<b>Is there a cost, or estimated cost for implementation?</b>
none
<b>Projected date of completion? Intial audit completed by May/31 and every month on going</b>

<b>Jan.</b>	<b>Feb.</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
<b>July</b>	<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>