

# Management Action Plan – VO1

Specific – Measurable – Achievable – Relevant – Timely

Student Name: JESSE ORTON

Dealership: 1-5 TOYOTA

Class & Student Number: 382

**Current situation or challenge you want to address (narrow your focus):**

WEBSITE/MARKETING AGENCY ACCOUNTABILITY. CURRENTLY DON'T RECEIVE ANY REPORTS ON CAMPAIGNS, WEBSITE METRICS, ETC.

**Overall objective (goal) and specific desired results:**

MEASURE SESSIONS, % NEW SESSIONS, PLS PER SESSION, AVG SESSION DURATION. CAMPAIGN PERFORMANCE BY CONVERSIONS, \$ PER CLICK, \$ PER

**Describe your action plan in detail (including before and after measurements):**

BI-WEEKLY REPORT AND LOG INS TO GOOGLE ANALYTICS.

REPORT - SESSIONS, % NEW SESSIONS, PAGE VIEWS, DURATION, BOUNCE RATE, TOP 10'S EXITS, TRAFFIC SOURCES, CONVERSION RATES, COST PER CONVERSION, REVIEWS

CURRENT -

SESSIONS - 19,554 PLS PER SESSIONS - 4.4  
% NEW - 55.9% AVG SESSION - 1:34  
BOUNCE - 1.65%?

AFTER

SESSIONS - 10% INCREASE  
AVG SESSION - 2:00+  
BOUNCE - ACCURATE

**Timeline:** What is your implementation date? Describe specific short-term and long-term checkpoints to monitor progress.

8/25/21 - BI WEEKLY REPORT REVIEWS

**Meeting with Stakeholders (dealership personnel):**

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences, including timelines / accountability / process monitoring activity.

1. Who: MARKETING AGENCY
2. What: ACCOUNTABILITY ON CAMPAIGNS + WEBSITE
3. By When: 9/15/21
4. How: BI-WEEKLY REPORTING

**Dealer agreement:**

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class.

Describe the meeting:

VERY POSITIVE MTL. W/ OUR VP - ROBERT PELL AND SILVER AGENCY. AGENCY WILL BE PROVIDING REPORTS BI-WEEKLY TO SHOW ROI AND METRICS. FROM THERE THE WORK BEGINS ON TWEAKING CAMPAIGNS ETC.

Signed by:

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