

2017

Project CEMS: Cost Efficient Marketing Strategies for Small Businesses

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Gardner-Webb University

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Consultancy Project Executive Summary

Organization:	Gardner-Webb University School of Education
Project Title:	Project CEMS: Cost Efficient Marketing Strategies for Small Businesses
Candidate:	Wendy Brown Dellinger
Consultancy Coach:	Dr. Jeffrey Hamilton
Defense Date:	July 7, 2017
Authorized by:	Albert E. Dellinger

Abstract

Project CEMS: Cost Efficient Marketing Strategies for Small Businesses.
Dellinger, Wendy Brown, 2017, Consultancy Project, Gardner-Webb University,
Digital Commons/social media marketing/employee volunteer programs/small
business/customer care

The goal of any organization is to find cost efficient marketing strategies to promote their business. Project CEMS provided a template for the partnering organization to utilize for the improvement of their customer service and public image. This marketing plan consisted of four distinct yet coinciding stages, each focusing on the goals of the project. In Stage I, an interactive website was built to provide potential clientele with essential company information. During Stage II, high impact and detail oriented presentation packets were created. The focus of Stage III was on customer care which included correspondence, branded promotional items, satisfaction survey, and appreciation dinners. Stage IV consisted of providing company employees with the opportunity to participate in community service projects. Challenges arose in Stage I during the launch of the website and the social media component. The main challenge was that additional time was needed to become familiar with the website server and the particulars of establishing social media accounts. Allowing sufficient time for this process can easily rectify the issue. The greatest strength of this marketing plan is that it can be implemented in both nonprofit and for-profit organizations.

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1 Introduction

1.1 Project Purpose

The purpose of this project was to improve marketing techniques with cost-efficient methods. Project CEMS included four distinct yet coinciding stages, each focusing on the project's expected outcomes. Stage I was building an interactive website to provide potential clientele with essential information. Stage II involved designing high impact detailed presentation packets. Stage III focused on customer care – correspondence, branded items, satisfaction survey, and appreciation dinners. Stage IV provided company employees the opportunity to complete community service projects that benefited those in need.

1.2 Associated Documents

- A.1: Outcome of Project CEMS.
- A.2: Risk assessment based on the initial summary of the anticipated risks of Project CEMS
- A.3: Volunteer Environment Policy
- A.4: Volunteer Evaluation Form
- A.5: Defense Presentation

1.3 Project Plan Maintenance

The Project Plan was updated as each milestone was completed and approved by DEOL Program Coordinator Dr. Jeffrey Hamilton and partnering organization.

2 Project Scope

2.1 Outline of Partnering Organization's Objectives

2.1.1 Objectives

This endeavor was to promote the company's excellent service record and character. The components included the creation of an inactive website, presentation packet, customer care, and an employee volunteer program.

2.1.2 Success Criteria

The collection of survey data from organizational leaders, employees, and community service recipients provided feedback on the success of the project.

2.1.3 Risks

During the risk assessment stage of the project, three possible risks became evident. These included the customer survey not being used as an evaluative tool, resistance to outsiders doing community service in these rural communities, and scheduling conflicts between unexpected work outages and community service participation.

ID	Risk Description	Mitigation Plan	Contingency Plan
S3.2	Survey may not be used as an evaluative tool to improve customer care.	Set aside specific monthly dates to review and prepare a detailed report.	Select computer based program that would produce a detailed report of survey responses.
S4.1	Resistance of outsiders coming into this mountain community.	Allow employees who live in this area to take a leadership role in the project.	Contact area mission organizations to seek assistance with obtaining credibility with locals.
S4.2	Scheduling community service days around outage dates.	Inform churches/families when scheduling that dates are tentative and subject to change due to emergency outages.	Work with local mission organizations helping to meet current needs.

2.2 Outline of Student's Objectives

2.2.1 Objectives

The objectives were to learn marketing strategies that small businesses could utilize to promote their business in a cost-efficient manner. Project CEMS included four distinct yet coinciding stages, each focusing on the project's expected outcomes. The student's responsibilities included all aspects of each stage from designing a website, setting up social media accounts, creating high impact detailed marketing materials, and organizing community service projects.

2.2.2 Success Criteria

Success was measured by the advancement through each milestone and the completion of each project stage.

2.2.3 Risks

During the risk assessment stage of the project, three possible risks became evident. These included the customer survey not being used as an evaluative tool, resistance to outsiders doing community in these rural communities, and scheduling conflicts between unexpected work outages and community service participation.

2.3 Definitive Scope Statement

The focus of Project CEMS was to provide cost efficient marketing strategies for a small business.

3 Deliverables

3.1 To Partnering Organization

Stage	Deliverable	Tasks/Information Gathering	Estimated Completion Date
1	Interactive Website		May 2017
		IT specialist	March 2016
		webserver	July 2016
		website design	July 2016
		credentials	August 2016
		vision & mission	August 2016
		core values	August 2016
		guiding principles	August 2016
		biographies/photo	August 2016
		description of services	August 2016
		employee photos	August 2016
		outage photos and videos	August 2016
		map of serviced areas	August 2016
		contact information	October 2016
		customer satisfaction survey	October 2016
		comment/inquiry form	October 2016
		set up Google Analytics	April 2017
		social media accounts	April 2017
2	Presentation Packet		May 2017
		presentation folder	January 2017
		brochure of services	February 2017
		promotional items	January 2017
		business card	January 2017
3	Customer Care		May 2017
		correspondence materials	February 2017
		satisfaction surveys	October 2016
		promotional items	January 2017
4	Community Service		May 2017
		volunteer survey	March 2017
		project planning template	March 2017
		agreement statement	March 2017

4 Project Approach

4.1 Project Lifecycle Processes

After extensive research on cost efficient marketing strategies, tools to expand the company's visibility were chosen. This project was divided into four stages focusing on the desired outcome. Stage I was the building of an interactive website; Stage II was the creation of detailed presentation materials; Stage III focused on customer care; and Stage IV was providing community service opportunities for employees.

4.2 Project Management Processes

Description of Possible Risks	Mitigation Plan	Contingency Plan
Resistance to using social media as a means of advertising.	Provide research data showing the benefits of using social media to promote a business.	Create and publish an ad in business journals or trade magazines.
Responding to customer questions and/or comments in a timely manner.	This responsibility is included in a detailed job description for webmaster.	Remove this link and provide email as the only way to contact the company with questions.
Website not being updated and monitored on a regular basis.	This responsibility is included in a detailed job description for webmaster.	Only include information that will not change, such as company's history, mission, contact information, and services provided.
Usefulness of presentation materials may alter with different customers.	Customize each packet based on customer's needs.	Create specific materials based on needs of individual projects.
Maintaining consistent correspondence with customers.	Create spreadsheet that will track and schedule mailings.	Evaluate cost and impact to see if expenditure is valid.
Survey may not be used as an evaluative tool to improve customer care.	Set aside specific monthly dates to review and prepare a detailed report.	Select computer based program that would produce a detailed report of survey responses.
The expected benefits of the distribution of promotional items do not justify the costs.	Evaluate current cost and research possible replacement vendors.	Reduce number of promotional items that are distributed to potential clients.
The cost of appreciation dinners outweighs the benefits of objective.	All dinners are to be planned or budgeted for ahead of time.	Provide one appreciation dinner per customer per calendar year.
Resistance of outsiders coming into this mountain community.	Allow employees who live in this area to take a leadership role in the project.	Contact area mission organizations to seek assistance with obtaining credibility with locals.
Scheduling community service days around outage dates.	Inform churches/families when scheduling that dates are tentative and subject to change due to emergency outages.	Work with local mission organizations helping to meet current needs.

4.3 Project Support Processes

Project components were continually evaluated with individual interviews of stakeholders, volunteer and customer service surveys, and monitoring website traffic.

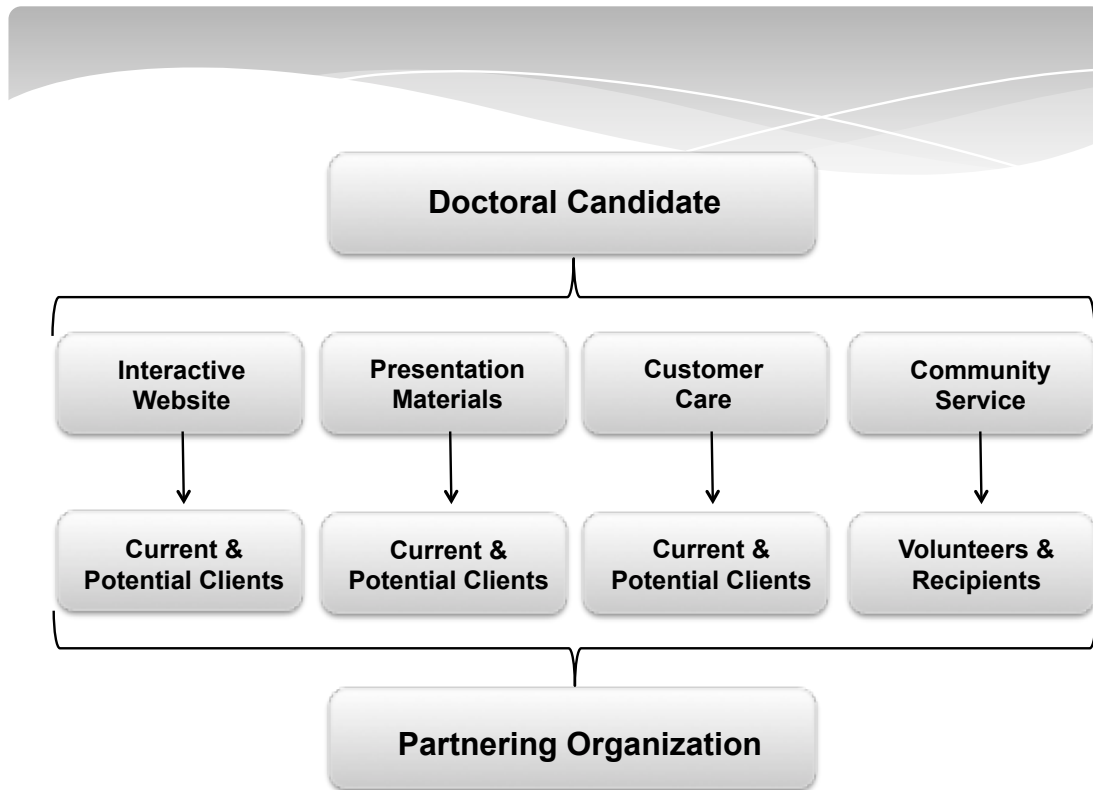
4.4 Organization

4.4.1 Project Team

Detailed descriptions of project tasks can be located under Section 6.1 *Work Breakdown Structure & Resources*.

Stage	Person Responsible for Task	Approved By
I. Interactive Website	Doctoral candidate	Partnering organization
II. Presentation Packet	Doctoral candidate	Partnering organization
III. Customer Care	Doctoral candidate	Partnering organization
IV. Community Service	Doctoral candidate	Partnering organization

4.4.2 Mapping Between A.E.D. Technical Support, LLC and Student



5 Communications Plan

Stakeholder	Information Needs	Reason Needed	Timeline	Delivery
A.E.D. Technical Support, LLC	-Expected Benefits	-Provides summary of benefits	July 2015	May 2017
	-Work Breakdown Plan	-Describes stages of work plan	November 2015	May 2017
	-Risk Assessment	-To maintain potential risks	November 2015	May 2017
	-Quality Assurance Plan	-Explain quality assurance process	March 2016	May 2017
	-Plan-Do-Study-Act	-For continuous improvement	March 2016	May 2017
	-Financial Plan	-Describes financial responsibility	July 2016	May 2017

6 Work Plan

6.1 Work Breakdown Structure and Resources

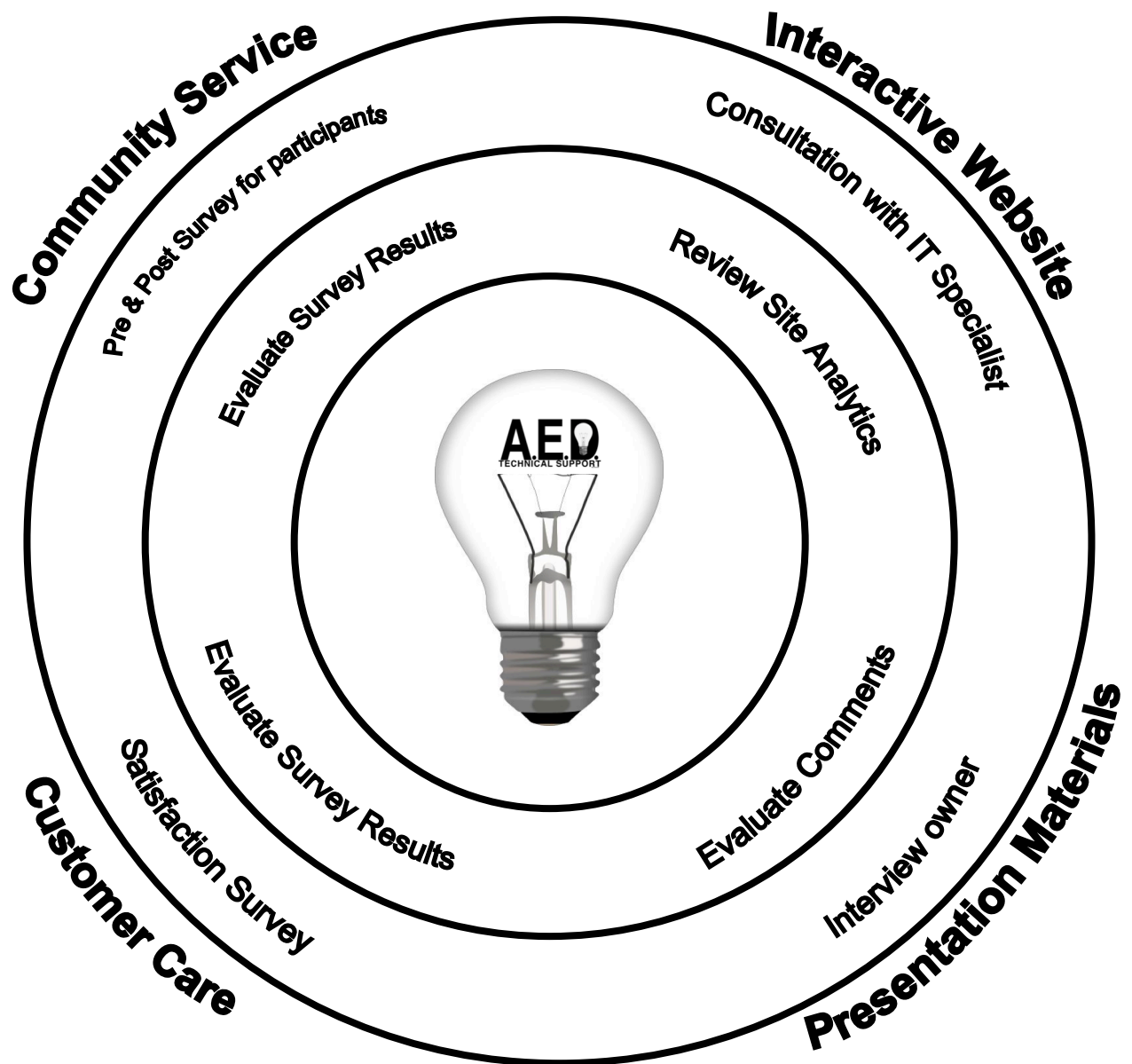
Stage	Goal	Tasks/Information Gathering	Estimated Completion Date	Review Date
1	Interactive Website		May 2017	April 2017
		IT specialist	March 2016	
		webserver	July 2016	
		website design	July 2016	
		credentials	August 2016	
		vision & mission	August 2016	
		core values	August 2016	
		guiding principles	August 2016	
		biographies/photo	August 2016	
		description of services	August 2016	
		employee photos	August 2016	
		outage photos and videos	August 2016	
		map of serviced areas	August 2016	
		contact information	October 2016	
		customer satisfaction survey	October 2016	
		comment/inquiry form	October 2016	
		set up Google Analytics	April 2017	
		social media accounts	April 2017	
2	Presentation Packet		May 2017	March 2017
		presentation folder	January 2017	
		brochure of services	February 2017	
		promotional items	January 2017	
		business card	January 2017	
3	Customer Care		May 2017	March 2017
		correspondence materials	February 2017	
		satisfaction surveys	October 2016	
		promotional items	January 2017	
4	Community Service		May 2017	April 2017
		Volunteer Survey	March 2017	
		project planning template	March 2017	
		agreement statement	March 2017	

7 Milestones

No.	Title	Forecast Date
1	Development of a detailed statement of purpose of the project including a clear and comprehensive problem statement as well as provide background information.	05 Dec 2014
2	Development of project objectives, expressed in terms that are measurable (SMART objectives).	10 Apr 2015
3	Development of the scope, boundaries, and organizations & processes, and systems (IT and non-IT) impacted.	10 Apr 2015
4	Summary completion of business (financial, productivity impacts, etc.) benefits that are expected to flow from the consulting project.	30 Jul 2015
5	Development of a risk assessment based on the initial summary of the anticipated risks associated with the consulting project.	10 Dec 2015
6	Completion of a detailed summary that includes key facts upon which the consulting project will be planned and executed.	17 Apr 2016
7	Outline development of a project plan including detailed strategies, activities, timelines, responsibilities, expected outcomes and results for all phases of the project.	03 Aug 2016
8	Development of a budget required planning and delivering the consulting project objectives/benefits.	03 Aug 2016
9	Development of the quality assurance plan to measure the effectiveness of project plan.	10 Dec 2016
10	Documentation of actual performance against SMART objectives, actual organizational benefits realized, major issues encountered, budget performance, and personal and professional reflection.	27 Apr 2017
11	Final Product	07 Jul 2017

8 Metrics and Results

Upon implementation, project components were continually evaluated with individual interviews of stakeholders, volunteer and customer service surveys, and monitoring website traffic.



9 Risks, Constraints, Assumptions

9.1 Risks and Constraints

During the risk assessment stage of the project, three possible risks became evident. These included the customer survey not being used as an evaluative tool, resistance to outsiders doing community service in these rural communities, and scheduling conflicts between unexpected work outages and community service participation.

9.2 Assumptions

Stage I: Interactive Website

Assumption: The recommendation of using social media will be supported. This company does not typically use social media sites. Research data will be collected to present to the company's CEO to show the positive influence of social media.

Stage II: Presentation Packet

Assumption: The created materials will highlight the services of the company and promote additional revenue.

Stage III: Customer Care

Assumption: The customers will be appreciated with a customer care program. Frequent evaluations will occur to ensure that the program is successful.

Stage IV: Community Service

Assumption: Creating an employee volunteer program will be beneficial financially when incorporated into the organization.

10 Financial Plan

Category	Budget	Actual	Difference	Difference
Stage 1: Interactive Website				
Server: Weebly	0.00	0.00	0.00	0.0%
Social Media Management: Hootsuite	0.00	0.00	0.00	0.0%
Stage 2: Presentation Materials (Vista Print)				
Business Cards	16.00	7.99	8.01	50.1%
Logo Stickers	4.00	2.99	1.01	25.3%
Brochures	20.00	14.99	5.01	25.1%
Pen	3.00	3.00	0.00	0.0%
Banner	34.00	26.99	7.01	20.6%
Stage 3: Customer Care				
Customer Relationship Management (CRM)				
Insightly	0.00	0.00	0.00	0.0%
Thank You Cards	8.00	5.99	2.01	25.1%
Holiday Cards	10.00	10.00	0.00	0.0%
Mouse Pad	9.00	6.74	2.26	25.1%
Hat with logo	21.00	15.73	5.27	25.1%
T-shirt with logo	17.00	12.74	4.26	25.1%
Hard Hat Stickers	4.00	2.99	1.01	25.3%
Appreciation Dinners	500.00	500.00	0.00	0.0%
Stage 4: Employee Volunteer Program				
Community Service: NCBAM				
Travel: Gas	200.00	200.00	0.00	0.0%
Total Expenses	\$846.00	\$810.15	\$35.85	10.4%

11 Quality Assurance Plan

	GOALS	OBJECTIVE (S)	ACTIONS	STRATEGIES	ASSESSMENT MEASURES
S T A G E 1	The focus of this stage was the creation of an interactive website.	Objective 1: Consulted with IT Specialist Objective 2: Company Information Objective 3: Power Generation Services Objective 4: Gallery Objective 5: Contact Information Objective 6: Customer Service Objective 7: Site Traffic Objective 8: Social Media	1a. webserver 1b. website design 2a. historical background 2b. credentials 2c. vision & mission 2d. core values 2e. guiding principles 3a. biographies 3b. photos 4a. Services 5a. outage photos and videos 5b. map of serviced areas 6a. contact information 7a. customer satisfaction survey 7b. comment/inquiry form 8a. Google Analytics 9a. social media	This resource provided potential clientele with specific company details. These included email contacts, office hours, and phone numbers. Google + was installed to monitor website traffic; data provided valuable insight to optimize marketing strategies and online experience of potential clients.	Consultation with IT specialist after completion Customer Service Survey measuring perception of new website Satisfaction Survey of owners and employees on the quality of the website Collective data of the site traffic
S T A G E 2	The focus of this stage was the creation of presentation packets for potential clients.	Objective 1: Created a professional presentation packet	1a: consulted marketing specialist 1b: folder design 1c: company history flyer 1d: brochure of services 1e: digital portfolio 1d: promotional items	Professionally printed materials gave clients an excellent first impression of the business, and that the smallest details are of importance.	Satisfaction of presentation packet from the owner and potential clients.
S T A G E 3	This stage was focusing on customer care.	Objective 1: Correspondence Objective 2: Satisfaction Surveys Objective 3: Promotional Items Objective 4: Appreciation Meals	1a: designed cards and postcards 1b: thank you – VistaPrint 1c: holiday – VistaPrint 2a: create in Google 3a: magnets 3b: pens 3c: mouse pads 3d: day planners 3e: decals 3f: desk calendars 4a: organized and plan meals	The distribution of company logo imprinted promotional items was not only a way to show appreciation, but also a continual way to promote the business. The satisfaction survey easily gathered essential data to improve consumer service.	Customer Service Satisfaction Survey
S T A G E 4	Creation of an Employee Volunteer Program that served remote Appalachia communities	Objective 1: Identified Individuals in Need Objective 2: Project Planning Objective 3: Executed	1a: contacted area churches 2a: obtained materials 2b: scheduled volunteer dates 2c: scheduled/assigned Volunteers 3a: built wheelchair ramps	Benefited the company image and provided personal satisfaction by helping others.	Surveys (pre & post) of participants Personal conversation/ satisfaction with individuals helped.

A. Appendices

A.1: Outcomes of Project CEMS

Action	Method/Source	Benefit
Selected webserver and website design	IT consultant Selected website design templates	Provided potential clients with an easy to navigate website
Collected company information	Interviewed owner	Provided potential clients with accurate information about the company
Team member profiles	Personal interviews Photo shoot	Potential clients knew who will be on “their” team during the rendering of services
Photo gallery	On site documentation of services through still and motion photography	Provided clients with visual representation of the quality of services this company provides
Collected contact information	Interviewed owner	Clients had the necessary contact information
Collected data on site traffic	Google Analytics	Provided company with data to show how often their website was accessed
Created social media links	LinkedIn, Google+, Facebook, Twitter	Increased company’s visibility on social media
Designed correspondence materials	VistaPrint	Made a personal connection with current and potential clients
Created customer satisfaction surveys	Google	Provided company with feedback on areas of strengths and weaknesses
Selected promotional items	VistaPrint	Provided continual promotion of the company
Appreciation meal	Restaurants local to area of client’s business	This showed appreciation to the client and how important their business was to the company
Selected those in needs	Asked team members who live in the Appalachian area contacted the local churches	This provided the company with access to this rural and private community
Plan Project	Created list of materials needed to complete project. Use Lowe’s as source of materials	The team had the necessary materials and information needed to complete project
Completed community service project	Team members worked together to help those in need	This project benefited those in need by the providing of services. It also gave personal satisfaction to team members provided assistance.

A.2: Risk Assessment of Anticipated Risks Associated with Project CEMS.

ID	Impact	Probability of Occurrence	Risk Map	Risk Description	Mitigation Plan	Contingency Plan
S1.1	M	H	L/H	Resistance to using social media as a means of advertising.	Provide research data showing the benefits of using social media to promote a business.	Create and publish an ad in business journals or trade magazines.
S1.2	VH	L	VH/L	Responding to customer questions and/or comments in a timely manner.	This responsibility is included in a detailed job description for webmaster.	Remove this link and provide email as the only way to contact the company with questions.
S1.3	H	L	H/L	Website not being updated and monitored on a regular basis.	This responsibility is included in a detailed job description for webmaster.	Only include information that will not change, such as company's history, mission, contact information, and services provided.
S2.1	M	L	M/L	Usefulness of presentation materials may alter with different customers.	Customize each packet based on customer's needs.	Create specific materials based on needs of individual projects.
S3.1	H	L	H/L	Maintaining consistent correspondence with customers.	Create spreadsheet that will track and schedule mailings.	Evaluate cost and impact to see if expenditure is valid.
S3.2	VH	M	VH/M	Survey may not be used as an evaluative tool to improve customer care.	Set aside specific monthly dates to review and prepare a detailed report.	Select computer based program that would produce a detailed report of survey responses.
S3.3	M	L	M/L	The expected benefits of the distribution of promotional items do not justify the costs.	Evaluate current cost and research possible replacement vendors.	Reduce number of promotional items that are distributed to potential clients.
S3.4	M	M	M	The cost of appreciation dinners outweighs the benefits of objective.	All dinners are to be planned or budgeted for ahead of time.	Provide one appreciation dinner per customer per calendar year.
S4.1	H	H	H	Resistance of outsiders coming into this mountain community.	Allow employees who live in this area to take a leadership role in the project.	Contact area mission organizations to seek assistance with obtaining credibility with locals.
S4.2	VH	H	VH/H	Scheduling community service days around outage dates.	Inform churches and families when scheduling that dates are tentative and subject to change due to emergency outages.	Work with local mission organizations helping to meet current needs.

A.3: Volunteer Environment Policy

I. Conduct

Employee volunteers are asked to follow rules of conduct that will protect the interest and safety of all volunteers. Each employee will sign a volunteer agreement form stating that they will be responsible by exhibiting appropriate behavior. If employee fails to uphold expected behaviors, a written statement will be placed in their personnel file. The examples include but not limited to

- Theft or inappropriate removal or possession of AED Technical Support, LLC (A.E.D.) property or that of any staff member, including failing to cooperate fully in any investigation.
- Altering A.E.D. reports or records.
- Volunteering under the influence of alcohol or illegal drugs and/or illegal or unauthorized possession, distribution, sale, transfer, or use of alcohol or illegal drugs.
- Creating a disturbance on work site that could jeopardize the safety of others.
- Improper use of A.E.D. property or property owned by any other individual or organization.
- Lack of cooperation, or other disrespectful conduct.
- Violation of A.E.D. federal, state, or local safety and health rules.

II. Dress Code

Each employee volunteer is expected to maintain a professional appearance and demeanor appropriate to his or her assignment. The clothing worn on the job should reflect the requirements of the job and working conditions.

III. Harassment in the Workplace

A.E.D. is committed to providing employee volunteers with an environment that is free from discrimination and unlawful harassment. Actions, words, jokes, or comments based on an individual's sex, race, ethnicity, age, religion, or any other legally protected characteristic will not be tolerated. A.E.D. volunteers are to bring any incidents of sexual harassment to the immediate attention of a direct supervisor.

IV. Tobacco Use

A.E.D. intends to provide a safe and healthy environment. Tobacco use in the workplace is prohibited except in outside locations specifically designated as smoking areas.

V. Drug-Free Environment

A.E.D. provides a drug-free, healthy, and safe environment. An employee volunteer may not use, possess, distribute, sell, or be under the influence of alcohol or illegal drugs. All employee volunteers are subject to random drug testing.

The legal use of prescribed drugs is permitted only if it does not impair an employee volunteer's ability to perform the essential functions and in a safe manner that does not endanger other individuals in the workplace. Employee volunteers must advise their supervisor if they are taking any prescription or over-the-counter drug that could adversely affect safety or performance.

VI. Safety and Liability

A.E.D. aims to provide a safe and healthy environment for all employee volunteers. If an employee volunteer sustains an injury, it is important that the employee notify his or her supervisor immediately. Employee volunteers should also complete an incident report and submit the report to the volunteer's supervisor.

A.E.D. general liability coverage, with some limitations and exclusions, protects employee volunteers for covered injury or damage that results from activities or services that employee volunteers conduct or perform at the direction of A.E.D. and within the scope of their duties.

A.E.D. general liability coverage does not provide coverage to volunteers themselves for liabilities they may have incurred for their actions.

A.4: Volunteer Evaluation Form

Volunteer Program Evaluation Form

Thank you for volunteering with [Insert your name]! Please take a few minutes to complete this survey and let us know about your volunteer experience. Your input is very important to us and will help us provide a quality experience for all of our volunteers.

1. How well were your volunteer position and responsibilities explained to you?

☐ Fully explained ☐ Explained
☐ Partially explained ☐ Not explained

2. How well did our volunteer training prepare you to meet the responsibilities of your position?

☐ Very adequately ☐ Adequately
☐ Fairly adequately ☐ Not adequately

3. How well do feel you have been able to fulfill your volunteer responsibilities?

☐ Fully fulfilled ☐ Adequately fulfilled
☐ Partially fulfilled ☐ Not at all fulfilled

4. Do you feel our volunteer program was well organized?

☐ Very organized ☐ Organized
☐ Fairly organized ☐ Not at all organized

5. Do you find the NCBAM staff approachable?

☐ Very approachable ☐ Approachable
☐ Somewhat approachable ☐ Not at all approachable

6. Do you feel supported by coordinator?

☐ Very supported ☐ Supported
☐ Somewhat supported ☐ Not at all supported

7. Do you feel you were provided adequate resources to accomplish your tasks?

☐ Very adequate ☐ Adequate
☐ Somehow adequate ☐ Not at all adequate

8. Would you recommend that your friends or family members volunteer with

☐ Yes ☐ No

If no, please explain:

9. Overall, are you satisfied with your volunteer experience?

☐ Very satisfied ☐ Satisfied
☐ Somewhat satisfied ☐ Not at all satisfied

10. What could we improve to make your volunteer experience more enjoyable?

11. What do you enjoy most about volunteering?

A.5: Defense Presentation

Project CEMS: Cost Efficient Marketing Strategies for Small Businesses



Wendy Brown Dellinger

Project Components



Stage I requires building an interactive website to provide potential clientele with essential information.

Stage II involves designing high impact detailed presentation packets.

Stage III focuses on customer care – correspondence, branded items, satisfaction survey, and appreciation dinners.

Stage IV provides company employees the opportunity to complete community service projects to benefit those in need.

Stage I: Interactive Website



Assumption: The recommendation of using social media will be supported.

Goal: The focus of this stage would be to create an interactive website.

Benefit: This resource would provide potential clientele with specific company details.

Assessment Measures:

- ❧ Consultation with IT specialist
- ❧ Customer Service Survey measuring perception of new website
- ❧ Satisfaction Survey of owners and employees on the quality of the website
- ❧ Collective data of the site traffic



<http://aedtechnicalsupport.weebly.com/>

Stage II: Presentation Packet



Assumption: The created materials will highlight the services of the company, and promote additional revenue.

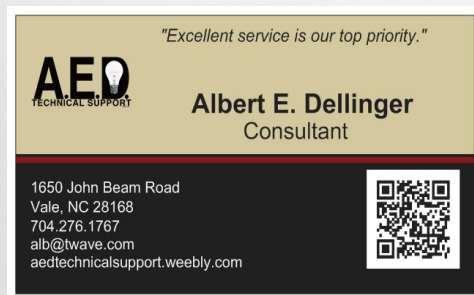
Goal: My recommendation for A.E.D. Technical Support, LLC would be to create presentation packets for potential clients.

Benefits: Potential clients in any industry look for companies who are well established and present their products well.

Assessment Measures:

- ❧ Satisfaction of presentation packet from the owner
- ❧ Satisfaction of potential clients in the packet materials

Stage II: Presentation Packet



Stage II: Presentation Packet



<p style="text-align: center; font-size: small;">WHERE DEDICATION & SERVICE COLLIDE TO PROVIDE WORLD CLASS SERVICE</p> <div style="display: flex; justify-content: space-around;">  </div> <p style="font-size: x-small;">A.E.D. Technical Support, LLC 1650 John Beam Road Vale, NC 28168 alb@twave.net 704-276-1767</p>	<p style="text-align: center; color: #c00000;"><u>Services</u></p> <p>Generator Disassembling & Assembling Generator Inspections Generator Alignment</p> 	<p style="text-align: center; color: #c00000;"><u>A peek into our world.</u></p>  <p style="font-size: x-small;">In the year of 2000, Albert E. Dellinger retired after 30 years with Duke Power Company, being one of many in his family to serve this electrical conglomerate, along with his father and two uncles, Albert, his two younger brothers and his son followed in the family tradition. Many contacts were made over the course of thirty years which in turn created the foundation to form a consultancy business.</p> <p style="font-size: x-small;">Since 2000, Albert has traveled the world sharing his expertise. These locations included China, South America, Texas, California, Kentucky, Georgia, North Carolina, South Carolina, Arkansas, and Wisconsin. This company's financial success is evidence of the quality and dependable work they provide.</p> 
<p style="font-size: x-small;">Albert E. Dellinger, Owner 1650 John Beam Road Vale, NC 28168 704-276-1767 alb@twave.net aedtechnicalsupport.weebly.com</p>	<p style="font-size: x-small;">Albert E. Dellinger, Owner 1650 John Beam Road Vale, NC 28168 704-276-1767 alb@twave.net</p>	<p style="font-size: x-small;">aedtechnicalsupport.weebly.com</p>

Stage III: Customer Care

Assumption: The customers will be appreciated with customer care program. Frequent evaluations will occur to ensure that the program is successful.

Goal: My recommendations would include correspondence, promotional items, satisfaction surveys, and appreciation meal at work site or local restaurant.

Benefits: The giving of company logo imprinted promotional items is not only a way to show appreciation, but also a continual way to promote your business.

Assessment Measure:

☞ Customer Service Satisfaction Survey

Stage III: Customer Care



Stage IV: Community Service



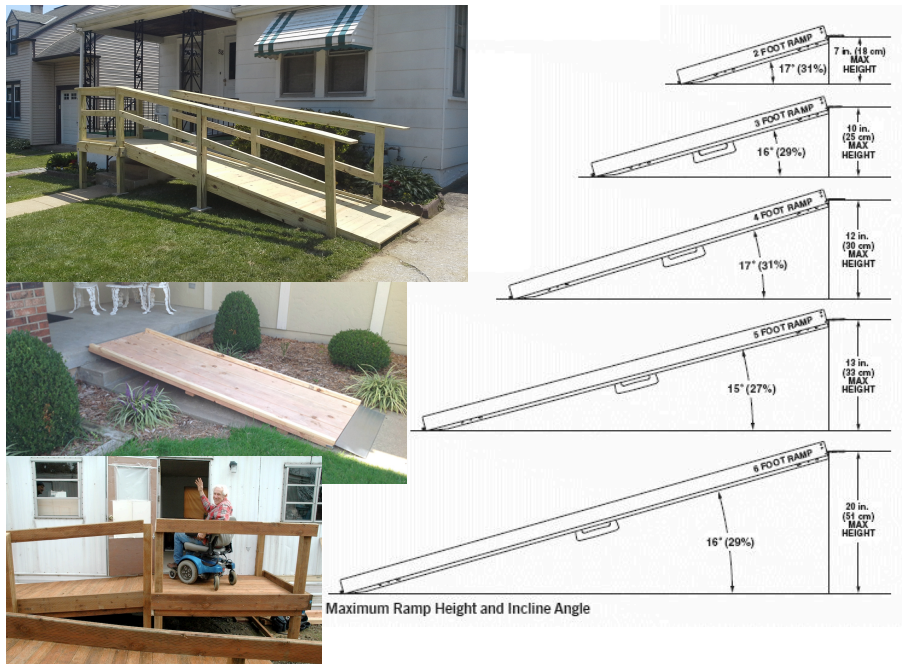
Assumption: Creating an employee volunteer program will be beneficial financially when incorporated into the organization.

Goal: Stage IV involves the company providing community service to locations in Appalachia.

Benefits: This would benefit the company image, and provide employees personal satisfaction by helping others.

Assessment Measures Include but are not limited to the below:

- ❧ Surveys (pre & post) of participants
- ❧ Personal conversation/satisfaction with individuals helped



Questions?

