

## AAC AFFILIATE/MERCHANT MARKETING MISSION PLAN

### EXECUTIVE SUMMARY

This marketing plan is specially constructed to convey the concepts and marketing plan of the 'African American Connection (AAC) business model, as applied through the affiliate/merchant relationship and to re-enforce the theme that **"we are in this business together and playing on the same team."**

The African American Connection is essentially defined as the cash back, business opportunity Internet gateway which has been developed over ten (10) years through meticulous research and strategic planning, for the expressed purpose of establishing a comprehensive one stop business model that utilizes today's technology in conjunction with the availability of the internet, to meet the demands of acquiring the savings and convenience of internet shopping, along with a ecommerce business opportunity within a single domain.

The shopping component of the AAC domain consists of two distinct shopping portals. One being, the **The General Market Shopping Center (GMSC)** that provides a cash back rebate of up to 40% in the form of a check, from over 1500 general market corporate companies that is mailed directly to our customers. The other shopping center titled; **The African American Shopping Center (AASC)** and is made viable through a connection to a ecommerce business incubator also located within the AAC domain which consist of a state-of-the-art Web store that's stocked with a blog tool, events calendar, gallery module, comments section and contact tool for interactive communication with customers. Included in the AAC Web store platform are a **free** shopping cart, **free** hosting and **free** payment gateway powered by NOCA - a pioneer in making the cost saving benefits of shopping online available to non-credit card holders.

### BUSINESS OVERVIEW

The African American Connection is a unique business model that **demographically targets and markets to the economic needs of African Americans**, and as such, stands alone without the competitive pressures excreted upon most standard business models. The advantages of weak competitive pressures, is an opportunity to harness those resources which may have been required in a strong complete environment, and utilize more toward a more vigorous marketing initiative, in meeting the demand for AAC services.

The demand is driven short term through current economic factors such as jobs report issued by the U.S. Bureau of Labor Statistics which has historically reported African American unemployment within the general market to be double the national rate, and is further strengthened in the long term, through what is being termed as a jobless recovery.

Currently, official African American unemployment stands at 14.7 percent. The last time the overall jobless rate hit that level was in the early 1930s, during the Great Depression. Economist are predicting that recovery from the current recession will not necessarily

have the same dynamic as recovery after the dot-com crisis, since there has not been the same over-investment in technology in recent years. Yet a long and deep recession now could have a similar effect by increasing the technology gap when recovery comes, such that companies that invest first have a major advantage, thereby defining what is termed to be a jobless recovery.

This dynamic, in conjunction with the cutting edge technology of The AAC business model is perfectly matched, as a viable alternative for maximizing the shopping dollars of African American consumers and the need to generate income through our self employment ecommerce home based business center, to meet the economic demands within African American communities.

## TARGET MARKET

Although African Americans consist of our primary target market, it is imperative to our marketing success, to realize that African Americans are not all alike and cannot all be reached by the same marketing messages. We must understand differences by social class and gender and communicate our services within these niches that resonate with their needs and concerns, if we are to avoid marketing mistakes.

## GOALS

The goals of the AAC cash back shopping and e-business opportunity internet business model will drive revenue through both intangible and tangible objectives which will be initiated through mutual adherence by both merchant and affiliate, through the following means:

### (Intangible objectives)

1. **MERCHANT SERVICE:** Response time, performance, and customer service can make or break e-business. The Merchant assumes all responsibility for web site performance. However, all Affiliates are responsible for monitoring their web sites on a daily basis, and should immediately report any problems to MERCHANT via a support ticket located in Affiliate login area.
2. **AFFILIATE SERVICE: Build relationships and credibility with your site's visitors.** You'll be a lot more effective if your visitors trust and respect your opinions. That means you'll have to spend time engaging with your visitors.
3. **MERCHANT, AFFILIATE RELATIONSHIP:** to establish a culture of cooperation and service upon a culture of team dynamics which consist of the following:

### Who Am I?—Who Are You?

To recognize that Team members are individuals first and they each bring different talents, perspectives, values, and experiences to the work of the team. The more self-awareness each team member has, the more actively he or she can contribute. The more each team member knows about the other team members, the better she or

he can tap into the talents and experiences of others for better team performance. **Getting to know each other is the essence of forming an effective team.**

#### **Who Are We Together?**

This essential involves the key aspects of relationships and communication. Individuals of different personality types are unique in the ways they build relationships and deal with conflict. When we try to forge better relationships, we can easily do something that undermines the relationship instead of improving it if we don't take these differences into account. Personality differences show up in how we tend to communicate as well as how we like to be communicated with each other. **But, communicate we must.**

#### **What Are We Here to Do?**

Amazingly, teams often start right off doing the work rather than clarifying what the work is. They assume others see the assignments in the same ways they do. Much conflict and waste of time and resources could be avoided if teams spent a little bit of time to be sure they all share the same view of what they are to be doing and what the outcomes will look like. Remember to take the time at the outset to discuss and familiarize your-self with the goals of our mutual mission. Don't be blindsided by your own agenda. **The success of the team depends on all of us being on the same page.**

#### **How Are We Going to Do It?**

Often people treat this as the most important issue on a team. It takes the form of who's going to do what by when. However, this issue involves more than that. It involves both the processes and the production aspects of getting the work of the team done. People of different personality types will have different preferred approaches to doing the work and we tend to expect others to do the work the same way we do. Production is often where our individual talents come to bear the most and where knowing yourself and others can really optimize the performance of the team. And of course there are pitfalls of each type's approach to both process and production. **Take responsibility upon your-self to clarify the details.**

#### **How Are We Doing? Or How Did We Do?**

Finally, each team must have some measure of how they are doing. People of different personality types will have different perspectives on what constitutes good and adequate measurement. Don't get stuck in your own preferences here. **Adequately prepare for each evaluation meeting, and be insistent to have your projects evaluated in a timely manner.**

(Tangible objectives)

1. **MERCHANT:** To provide the technical support, training, and promotional initiatives for affiliates.
2. **AFFILIATE:** To initiate Merchant (90) day marketing program

**(90) DAY MARKETING STRATEGY**

All Affiliates are subject to meeting a (90) day quota of (50) member merchants under their down line through the following marketing plan, defined as:

1. **EMAIL BLAST:** Upon the signing of the agreement between the merchant and affiliate, the affiliate will provide the merchant with a predetermined list (15-25k) of a properly targeted, opt in, email addresses (defined as; e-mail whereby the recipient of the advertisement has consented to receive it) within (7) days. The merchant will be responsible for implementing Affiliates email campaign at a minimum of (1) per week. Tracking the success of Affiliates email blast in real time, and provide statistical feedback i.e. opens clicks, measure ROI and make recommendations.
2. **WEBINAR PRESENTATION:** In conjunction with the aforementioned email campaign, and thirty (30) days after launching Affiliates email campaign, the Affiliate will present to the merchant a detailed plan which consists of a date and time for a facility and/or home based webinar (Webinar being defined as: an interactive remote presentation with the ability to give, receive and discuss information e.g. computer based Whereby, the Affiliate will coordinate a by invitation, live event, at their home based location with the merchant. The Affiliate will be responsible for the invitations, planning, hosting and moderating this event. The merchant will be responsible for the presentation and equipment for webinar presentation. The objective of the webinar is too expand the webinar presentation through sub affiliates which are willing to coordinate with the affiliate in order to duplicate the webinar presentation at their home or prescribed facility per the guidelines that are stipulated in **Section 3.2** of the merchant/affiliate agreement.
3. **WORKSHOP:** Sixty (60) days after **email / webinar** deployments, the merchant and affiliate will plan, coordinate, and implement an AAC workshop (workshop being defined as a live event at a public facility conducted by the merchants staff) that will be scheduled for the first month after the (90) day marketing plan, and upon the satisfaction of the quota agreement of (50) member merchants as defined in Section 1.3 of the Affiliate agreement and specifically stipulated to in any addendum. Merchant will provide the Affiliate with a \$1,000 budget to cover any promotional requirements, and will cover all expenses related to traveling accommodations.

**IMPLEMENTATION TACTICS:**

Tasks required to implement and monitor each strategy are listed in this section. With each task, the person responsible for the task and a completion target date are

indicated. Having a plan of action with specific tasks ensures that the details are clear and that specific persons are accountable. For example:

Task	Description	Person Responsible	Start Date
<b>Email Blast</b>	Opt in, permission based email campaign	M/A *	Ref. sec. V
<b>Evaluation</b>	Conducted weekly between Affiliate and Merchant	M/A	TBD
<b>Webinar</b>	AAC webinar presentation – in home events	M/A	Ref. sec. V
<b>Evaluation</b>	Conducted within 24 hours after event between Affiliate and Merchant	M/A	TBD
<b>Workshop</b>	Facility based live event conducted by merchant staff	M/A	Ref. sec. V
<b>(90) Marketing Evaluation</b>	<b>Day</b> A complete evaluation of 90 Day marketing plan	M/A.	Evaluation of results

**BUDGET:**

1.) The Affiliate (90) day marketing program is based on the acquisition of (50) member merchants within a (90) day period obtained through the prescribed programs. The (90) day affiliate marketing program has been researched, tested and selected by the merchant on the basis of results and cost and contains a near zero budget impact to the Affiliate with the exception of purchasing an email list provide that: 1.) the Affiliate needs additional email to complete an effective email campaign (ref.v-1). 2.) Cost of refreshments for webinars. The Merchant will share workshop cost with the Affiliate providing that the Affiliate reaches their quota of (50) member merchants within the prescribed time of (90) days, on the following basis:

- 1.) The merchant will provide the Affiliate with a \$1,000 budget to cover promotional cost for **workshop** which is submitted by the Affiliate, and pre-approved by the merchant.
- 2.)

**EVALUATION OF RESULTS:**

A meeting will be scheduled with the Affiliate by the merchant after each of Affiliates promotions i.e. **email blast, webinar presentations, and workshop** in order to evaluate the effectiveness of these events and make recommendation and adjustments. Merchant will notify Affiliate of these events within 24 hours following each event by way of email, and will be posted in the Merchant/Affiliate login area.