

E-Marketing Goals

For the year:	2001				Year 2001
	Q1	Q2	Q3	Q4	TOTALS
Number of Visitors	500,000	600,000	700,000	800,000	2,600,000
% change		20.00%	16.67%	14.29%	
Number of Leads Generated	10,000	11,000	12,000	13,000	46,000
% change		10.00%	9.09%	8.33%	
Number of Online Customers	5,000	6,000	7,000	8,000	26,000
% change		20.00%	16.67%	14.29%	
Online Revenues	\$100,000	\$125,000	\$250,000	\$300,000	\$775,000
% change		25.00%	100.00%	20.00%	
Profitability (Yes or No)	No	No	Yes	Yes	
Cost to Build Site	\$300,000	\$150,000			\$450,000
Cost to Maintain Site		\$25,000	\$35,000	\$40,000	\$100,000