

# Marketing Alignment to Strategic Goals

## Align Marketing's Goals to Business Goals



Making sure that marketing activities align with business goals seems obvious. And yet, marketers struggle to align their plans and objectives with the business strategy. Without alignment, Marketing may become siloed risking strategic misses.

With plans that don't support corporate goals, CMOs and marketing leaders fail to define meaningful metrics that measure success and prove marketing's value to the business, putting their budget at risk.

“Measurement is custom — your strategic dashboard must reflect the dynamics of your industry and the requirements of your enterprise. However, aligning metrics with strategic priorities is nonnegotiable.”

- GARTNER, CMO SPEND SURVEY 2018-2019



## Challenges

**Lack of alignment with corporate.** Marketers have trouble aligning their teams and working in the same direction. If marketers pursue goals that are at odds with corporate goals, marketing will struggle to support the company's growth.

**Out of date goals.** Goals and plans are forgotten shortly after being defined because they are often stored in PowerPoint presentations saved to random locations, leading to departments and teams working toward objectives that are no longer relevant.

**Lack of alignment within marketing.** Departments within marketing tend to create their own plans and goals aloof from a greater strategy, with different teams overlapping and even conflicting with each other.

**Inability to prove value.** Marketers struggle to prove their positive impact to the business without the ability to show how marketing plans, investment, and goals support corporate goals.

“You can't tell people to go do a goal without giving them the right instrumentation and data. Allocadia helps us drive alignment to corporate goals.”

- RENEE BONVANIE, CMO AT PALO ALTO

**Budget at risk.** Without clear alignment between marketing activities and business goals, marketers fail to justify future investments and cannot object to budget cuts.

**Wasted time and lack of focus.** Marketers often spend too much time in marginal areas and not enough on the most impactful activities.

## The Solution

Allocadia helps marketers prove their value by aligning their objectives and plans with the rest of the business. Marketers can create, share, and track all plans and goals in one place, ensuring that everyone from the CEO to field marketers understand and support the same strategy.

- Align marketing activities and investment with CMO and corporate objectives. CMOs can see how their goals align with the company's, and team leaders can see how their goals align with the department's.
- Connect department, CMO, and corporate-level goals and see how they all fit together.
- Use dashboards to see which activities are driving which strategic objectives.
- Identify gaps in the marketing plan and budget and refine and optimize as needed.

- Set strategic targets such as demand creation, reputation, sales enablement, and market intelligence, and connect them to each activity and to the budget.

“Allocadia helps us run marketing better because it’s cloud-based. That means any marketer around the world can see what the rest of the marketing organization is planning to do and align their objectives to the corporate objectives as well.”

- BOX, TIM WEST, SENIOR MARKETING OPERATIONS MANAGER AT BOX

## Key Benefits

**Create Alignment.** Ensure marketing team goals and activities are aligned with CMO and corporate goals so that the marketing department no longer lives in a silo.

**Empower Marketers.** Allow marketers to understand what they need to do, why they need to do it, and the expected results of their efforts.

**Increase impact to the business.** Identify opportunities to re-allocate budget and drive greater results.

**Increase visibility.** Track marketing’s progress toward corporate goals at a glance. Say goodbye to static, quickly-forgotten slide decks!

**Boost credibility.** Justify future investments by proving marketing’s strategic role and its value to the business.

“Allocadia elevates the conversation around marketing action to a strategic level, allowing all marketers in the organization to plan and track against key goals and performance indicators. We rely on Allocadia to review with our executive marketing leadership to gain agreement, understanding, and re-alignment of where we focus our resources. With Allocadia we’re more confident in every plan created, investment made, and can accurately demonstrate our impact on the business.”

- NEENU SHARMA, VP OF MARKETING OPERATIONS & ANALYTICS AT GE DIGITAL