

How High-Growth Marketing Teams Approach Planning

Even the best laid plans can run into roadblocks and dead ends. How do high-growth marketing teams avoid losing momentum when plans get turned upside down?

There are 5 key characteristics of how these teams approach marketing planning:

1. Create multiple scenarios around marketing budgets
2. Establish a set process for planning that spans beyond leadership
3. Communicate goals across the marketing team
4. Connect plans and goals to objectives, activities, and budgets
5. Leverage advanced technologies like AI and machine learning to supplement the planning process



Organizations that grew more than 10% were 4x more likely to use advanced technologies to drive efficiency into their marketing planning processes.



Nearly 80% of organizations with 25% or more revenue growth do scenario planning.

Take these actions to put those characteristics into practice:

Action 1: Allocate a percentage of budget for testing and iteration. Creating a line item for experimenting builds it into your marketing team's culture.

Action 2: Don't waste time and effort on details that will likely change. Create specific guidelines for upcoming activities, and be more general for those further out.

Action 3: Build scenarios and adjust throughout the year – don't leave it as an annual or quarterly task.

Action 4: Use technologies that automate manual processes to save time and get more accurate data to make better decisions.

Learn more actions high-growth marketing teams take to succeed post-COVID in our report: [The 4 Actions of High-Growth Marketing Teams](#).