

Evolve Your Annual Marketing Planning Process With 6 Phases

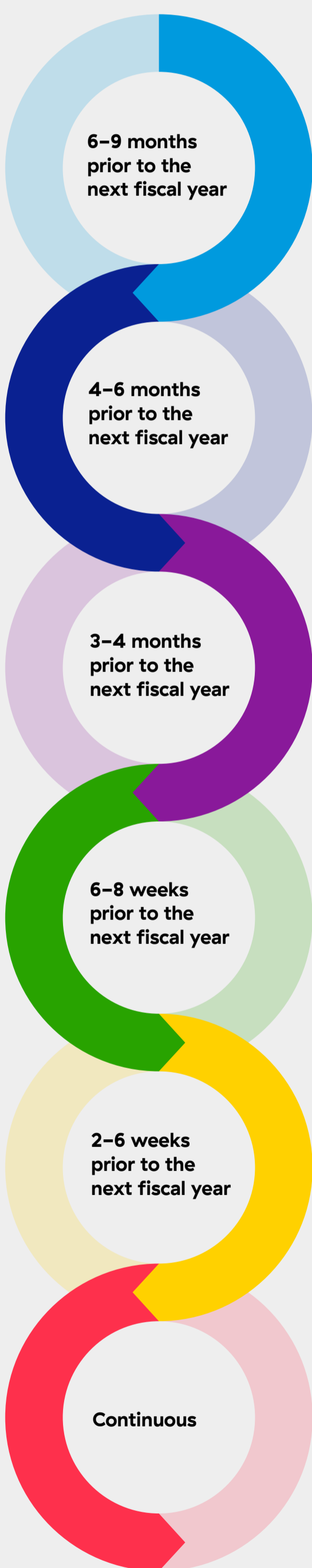
Planning has become much more agile, but that doesn't mean annual marketing plans are relics of a lost age. They provide a clear path for strategic marketing plans that align with company goals and targets.

However, they aren't easy.

We've broken the annual planning process into 6 phases for you to apply.

"My advice for marketers is to understand your mission and foundational priorities. Then be prepared to be flexible on almost everything else."

-Kathleen Schaub,
Former Vice President, CMO Advisory and Customer Experience Practice, IDC



Business Strategy – Executive team determines big picture ideas, corporate goals, and KPIs.

Tip: Don't sacrifice punctuality for perfection. Having a plan early is better than a perfect plan too late.

Marketing Strategy – Overarching marketing themes, projects, and revenue targets are determined based on company priorities.

Tip: Focus on both themes and revenue in your strategy, don't let one distract from the other.

Integrated Planning – Bridges the gap between strategy and team planning to identify points of collaboration, dependencies, and budgets.

Tip: Ensure second-level marketing voices are heard to ensure collaboration and coherence.

Team Planning – Individual teams (think regional) build their strategy and plan based on company goals, and set individual targets and metrics.

Tip: Budgets don't need to be 100% complete: set a baseline that leaves room for adjustments and avoid over-planning.

Executing Plans – Teams carry out plans, test, and adjust all while keeping a balance between key goals and agile opportunities.

Tip: Ensure plans are connected to budget to avoid chaos as you execute.

Ongoing Planning – Keep flexibility in your annual plan with ongoing planning so your team can react quickly to market changes and new opportunities.

Tip: Using scenario planning and some no-regret, scalable option, agility will enhance instead of detract from the overall aim at key targets.