

ΛM> | Chicago

Creating an Actionable Marketing Plan

Thursday, Sept.14, 2023





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& Past President, AMA Chicago



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Here's what today looks like:



1:00-1:30 pm

**Introducing the
Plan-on-a-Page
Framework**



1:30-2:30 pm

**Build Your
Plan Part 1**



2:30-2:45 pm

BREAK



2:45-3:45 pm

**Build Your
Plan Part 2**

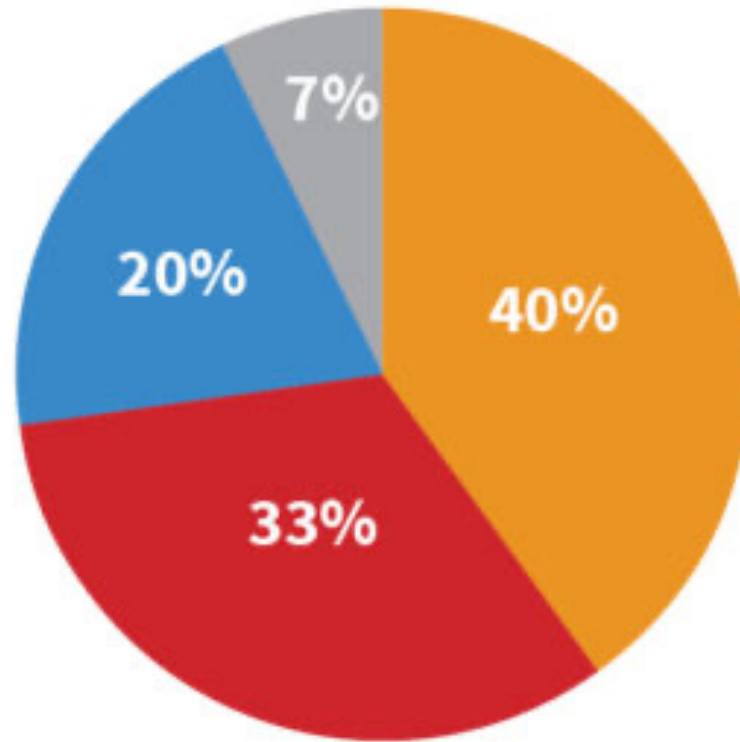


3:45-4:00 pm

**Panel:
How to sell your
plan internally and
get an approved
budget**

**Who has created a
marketing plan?**

Only 40% of B2B Marketers have a documented content marketing strategy



- Yes, and it is documented
- Yes, but it is not documented
- No, but plan to within 12 months
- No, with no plans

Content Marketing Institute/MarketingProfs

Base: Content marketers

13th Annual Content Marketing Survey:
Content Marketing Institute/MarketingProfs, July 2022

**Who has
established your
marketing goals?**

Goals are important, but having a plan of action is vital to the success of those goals.

A goal with no plan is like traveling to a new destination without a map.

— Steve Maraboli, Life, the Truth, and Being Free

Why create a Marketing Plan?



Alignment

Stakeholder & Teams



Prioritization

Resources & Budgets



Focus

Work & Efforts

**A Marketing Plan summarizes all activities in one place,
and gets everyone on the same page**

Marketing Strategy vs. Marketing Plan



Marketing Strategy

Owned by a CMO

Supports business objectives

Contains high-level elements like products, industry, competitors, brand



Marketing Plan

Owned by a Marketing Director/Manager

Supports marketing strategy

Contains specific initiatives, tactics, and KPIs to reach goals

Marketing Strategy vs. Marketing Plan



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Supports business objectives

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Marketing Goals



Marketing Plan

Owned by a Marketing Director/Manager

Supports marketing strategy

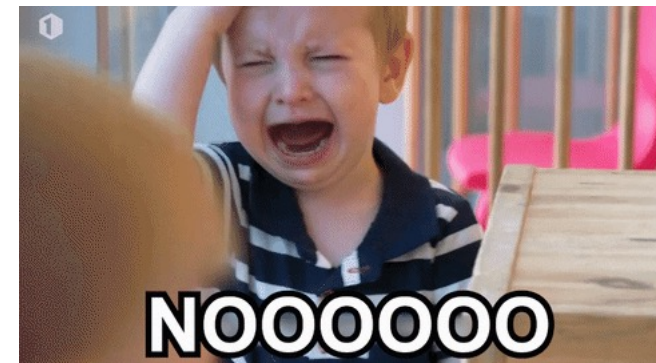
Contains specific initiatives, tactics, and KPIs to reach goals

6 steps to a great plan



6 steps to a great plan

Most marketers
start with tactics



How today will work

- 1 Goal is to understand how to use the framework – you will learn by doing; use your workbook
- 2 Ask questions! However, we will be keeping a steady pace. Raise your hand or write down for later
- 3 Don't get stuck on a section if you aren't done, it's more important to keep up so you can learn

Introducing: Marketing Plan-on-a-Page

Marketing Initiative:

Target Audiences:

Marketing Goals:

Primary Objective:

Financial Goal (profit or cash flow)

Secondary Objective:

Brand Goal (tied to financial goal)

Strategic Initiatives:

Tactics:

1.

2.

3.

1.

2.

3.

1.

2.

3.

KPIs:

1.

2.

3.

1.

2.

3.

1.

2.

3.

Marketing Initiative:

Target Audiences:

Lead-Gen Campaign (12 months)

1. Social Media Marketers
2. Small Business Owners

Marketing Goals:

Primary Objective:

Financial Goal (profit or cash flow)

Increase profits by 15% in the next 12 months by filling our sales pipeline

Secondary Objective:

Brand Goal (tied to financial goal)

Increase new monthly visits to our website by 25% in the next 12 months

Strategic Initiatives:

Create new lead-gen opportunities

Use Social Media to drive new audiences to our website

Improve SEO and use of relevant keywords

Tactics:

1. Host monthly webinars
2. Cold email campaign targeted to primary audiences
3. Chatbot on website to promote "sign up for free trial"

1. Invest \$10K on paid Facebook and LinkedIn ads each quarter
2. Promote how-to product videos
3. Start a social media influencer program

1. Increase authoritative content
2. Identify keyword phrases and incorporate in web copy
3. Optimize top 10 blog posts for top five keywords

KPIs:

1. Average 20 signups per webinar
2. Average email open rate of at least 27%
3. Generate 10 free trials/month

1. Increase CTRs on social ads by +3%
2. Grow organic traffic to new website visits by +10%, EOY
3. Work with 4 influencers by EOY, with at least 20 posts each

1. Publish 2-3 relevant, authoritative content pieces each month
2. +50% web pages updated, EOY
3. Optimize 10 blog posts, EOY

Let's Begin!

What is your **Marketing Initiative**?

Examples:

- Seasonal Product Launch Campaign
- Targeted Lead Generation Campaign
- Influencer Campaign
- Quarterly Marketing Plan
- Annual Marketing Plan

What is your **Marketing Initiative?**

12-Month Lead Gen Campaign

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- Annual Marketing Plan

Who are your **Target Audiences**?

	PRIMARY AUDIENCES		SECONDARY AUDIENCES	
Title				
Pain Points and Needs				
How Your Brand Can Help				
Brand Touchpoints				

Who are your **Target Audiences**?

Title	PRIMARY AUDIENCES		SECONDARY AUDIENCES	
	 Social Media Marketers (ages 25-55)		 Small Business Owners (ages 30-60)	
	Pain Points and Needs			
	How Your Brand Can Help			
	Brand Touchpoints			

Marketing Initiative:

Lead-Gen Campaign (12 months)

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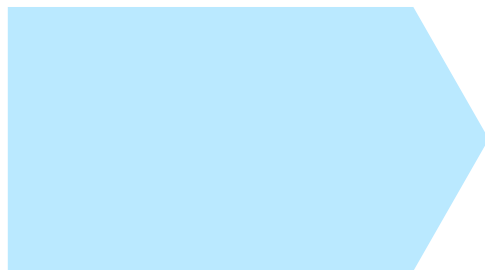
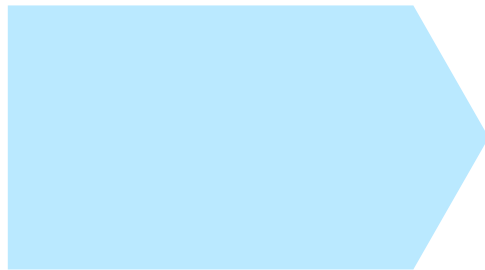
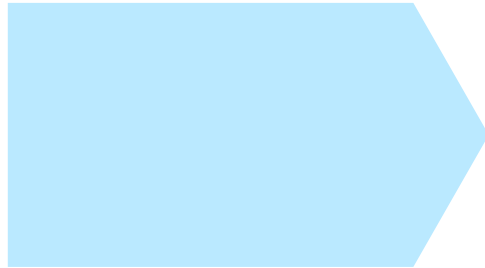
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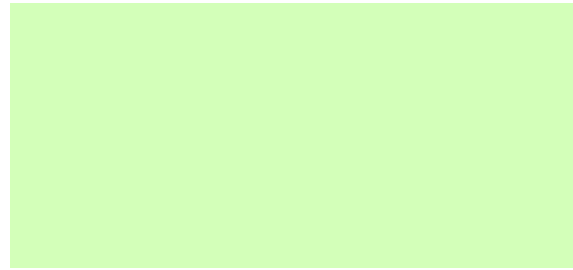
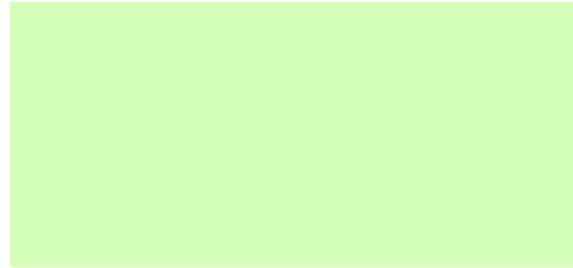
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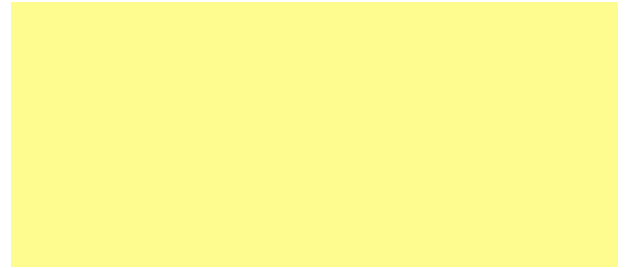
Strategic Initiatives:



Tactics:



KPIs:



What are your 2 Marketing Goals?

Your goals should be specific and measurable so that you can track progress. (**SMART**)

For example, instead of saying, “Drive more website traffic,” try, “Increase website traffic by 20% within three months.”

S – Specific
M – Measurable
A – Attainable
R – Realistic
T – Time-bound

Primary Objective (Financial – profit or cash flow)	Secondary Objective (Brand – tied to financial goal)

Examples:

- *Increase our MRR (monthly recurring revenue) by 15% within 6 months*
- *Double our team’s monthly booking rate from Q4 ‘22 by Q2 ‘23*
- *Gain 6 new clients by end of year*

Examples:

- *Improve our branding and Instagram presence by having at least 50 promoted posts on influencer pages by end of Q3*
- *Increase web traffic by 10% each month*

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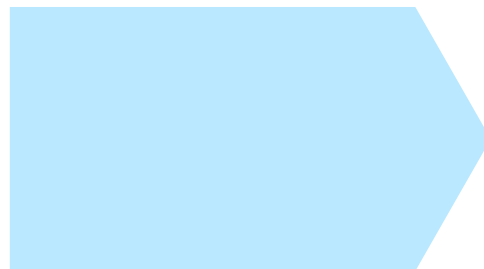
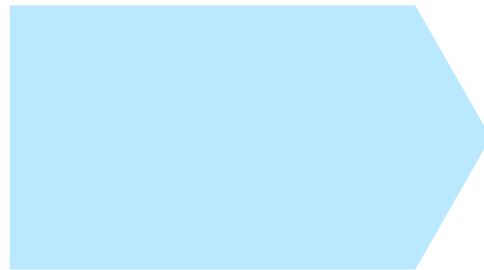
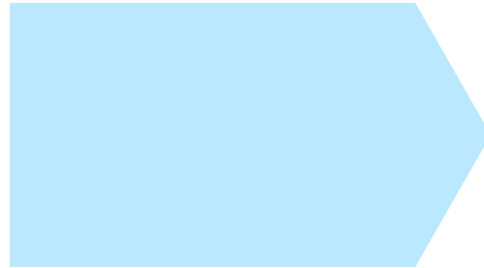
Increase profits by 15%
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by filling our sales
pipeline

Secondary Objective:

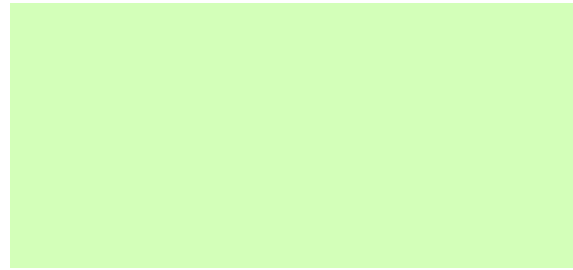
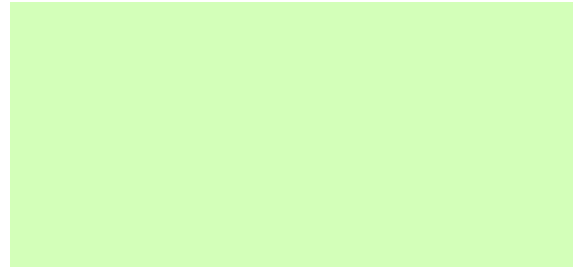
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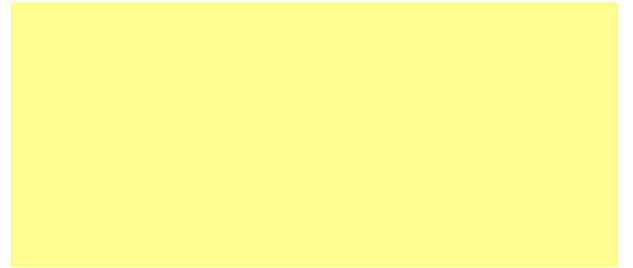
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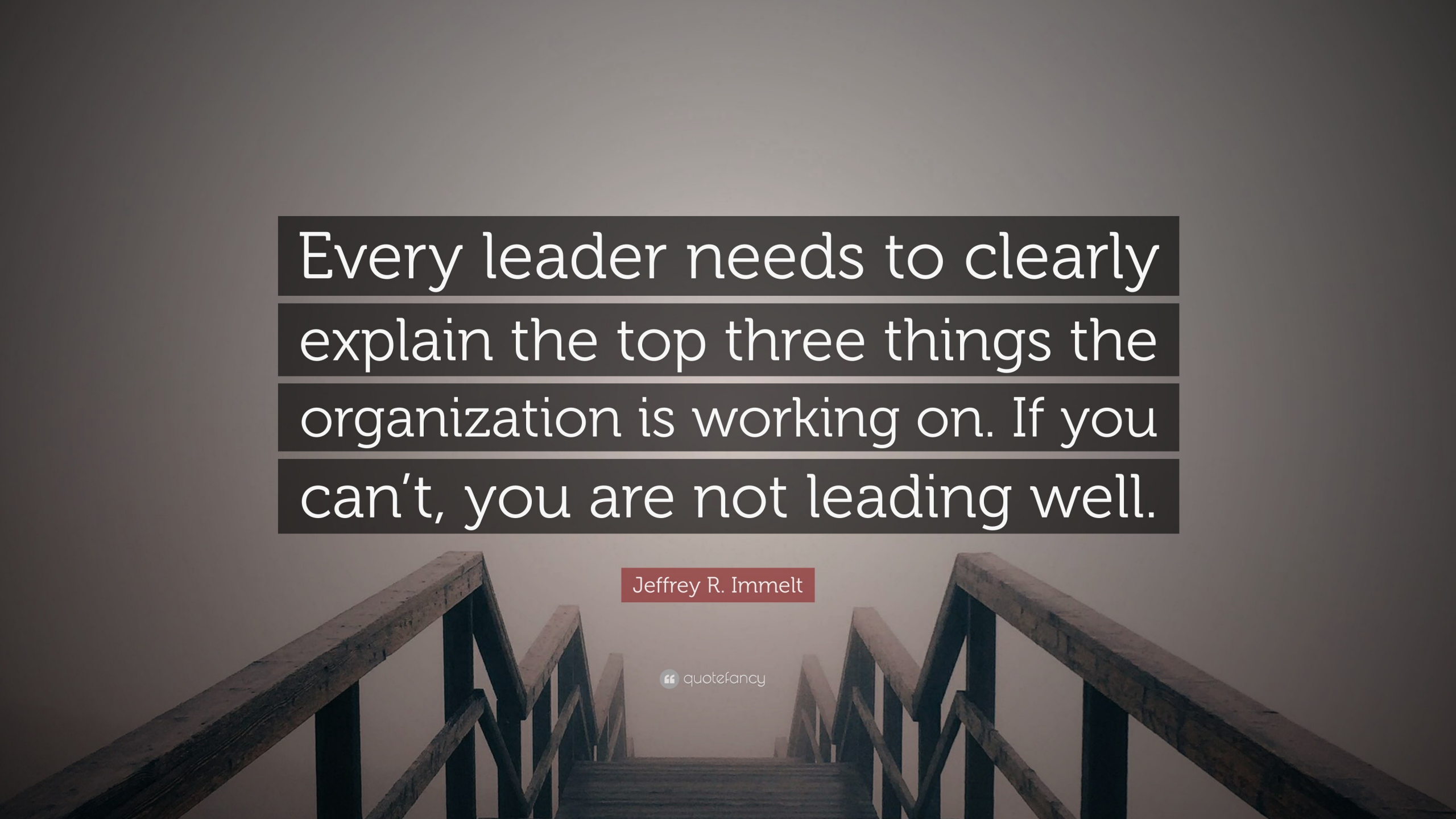


Tactics:



KPIs:





Every leader needs to clearly explain the top three things the organization is working on. If you can't, you are not leading well.

Jeffrey R. Immelt

“ quotefancy



If you have more than three
priorities then you don't have any.

James C. Collins

What are your 3 Strategic Initiatives?

Strategic Initiatives should state the precise actions that you will pursue to achieve your goals/objectives.

Limit your strategic initiatives to three.

Each is different but together, will achieve the goal. Mutually Exclusive and Collectively Exhaustive (**MECE**).

Think of these as the high-level buckets to contain your tactics.

Strategic Initiative #1	Strategic Initiative #2	Strategic Initiative #3

Examples:

- *Improve customer retention*
- *Attract 7,000 new customers*
- *Launch a Twitter account based on customer service*

I will: _____ (action)
to reach my goals.

Create new
lead-gen
opportunities

Use Social Media to
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People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are.

You have to pick carefully. I'm actually as proud of the things we haven't done as the things I have done. Innovation is saying no to 1,000 things.

— *Steve Jobs* —

AZ QUOTES

What are your **Tactics**?

Start by writing in your three Strategic Initiatives. Your tactics should support each initiative. Place 2-4 tactics into each strategic initiative.

Keep in mind where your audience goes to get information. You'll want to show up where they are already hanging out.

Refer to the **Tactics Brainstorming Guide** in the back of this booklet for content and channel ideas and refer to the **Tactics Priority Matrix** to help narrow down your ideas.

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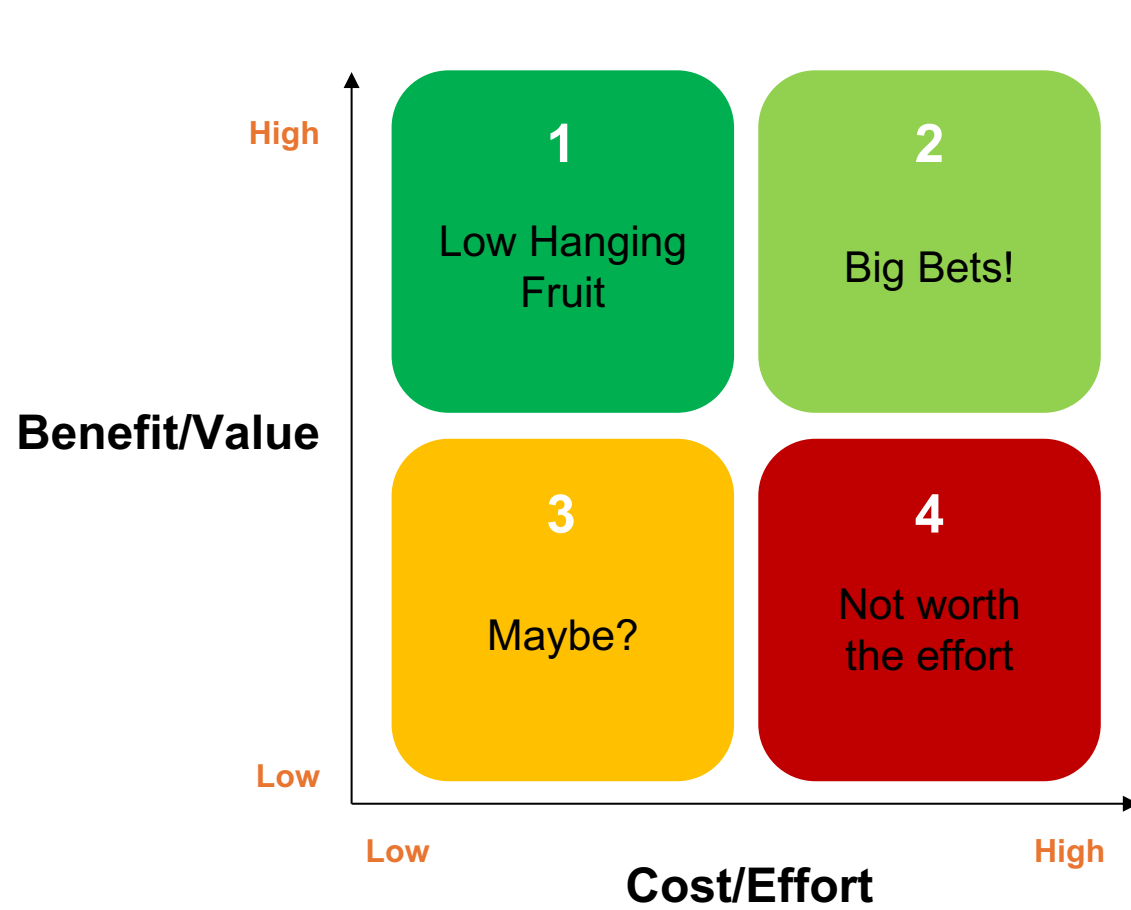
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Create new lead-gen opportunities	Use Social Media to drive new audiences to our website	Improve SEO and the use of relevant keywords
1. Host monthly webinars 2. Cold email campaign targeted to primary audiences 3. Chatbot on website to promote "sign up for free trial"	1. Invest \$10K on paid Facebook and LinkedIn ads each quarter 2. Promote how-to product videos 3. Start a social influencer program	1. Increase authoritative content 2. Identify and document keyword phrases and incorporate in copy 3. Optimizing top 10 blog posts for our top five keywords

Tactics brainstorming guide aligned to customer journey

Customer Journey Phase	Content Types		Channels
Awareness (Introduce your brand or product)	Paid Ads Out of Home (OOH) Brand or product-launch ads/emails Introductory white paper Influencers	Anthem video Infographics Organic Social Media Website Content Blogs Articles	Media OOH Social Media Cold Emails Videos/Podcasts/Radio Website
Consideration (Evaluate product/drive leads)	Case studies Webinars Whitepapers/guides Industry eBooks FAQs Demos	Product/Solution whitepaper Product spec sheet Research reports Thought leadership videos Customer testimonials Free samples	Nurture emails Nurture push notifications Webinars Videos Chat Website features page
Conversion (Purchase)	Free consultation Pricing information Live demos Free trials Estimate/quote/audit Promos/discounts	Comparison charts Customer success stories Post-purchase services Sales conversation	Sales meetings / calls Email follow-up Push notifications Website details pages Website pricing page

Tactics Priority Matrix to narrow down ideas



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KPIs:

Which **KPIs** will you use to measure your tactics?

Key performance indicators (KPIs) should be established for each tactic so that you can track progress of your campaign along the way.

Refer to the **Marketing KPIs by Category** for ideas on KPIs to track. Once established, it's best to maintain and regularly review a **KPI Dashboard** to determine if your marketing tactics are working. Don't be afraid to change tactics, invest more into tactics that are performing well, or stop tactics that are not performing well.

Tactics	KPIs
Host monthly webinars	Average 20 signups per webinar
Cold email campaign targeted to primary audiences	Average open rate of at least 27%
Chatbot on website to promote "sign up for free trial"	Generate 10 free trials/month
Invest \$10K on paid Facebook and LinkedIn ads each quarter	Increase CTRs on social ads +3%
Promote how-to product videos	Grow organic traffic to new website visits by +10%, EOY
Start a social influencer program	Work with 4 social influencers by EOY, with at least 20 posts each
Increase authoritative content	Publish 2-3 relevant, authoritative content pieces each month
Identify and document keyword phrases and incorporate in copy	+50% of web pages updated, EOY
Optimizing top 10 blog posts for our top five keywords	Optimize 10 blog posts, EOY

Marketing KPIs by Category

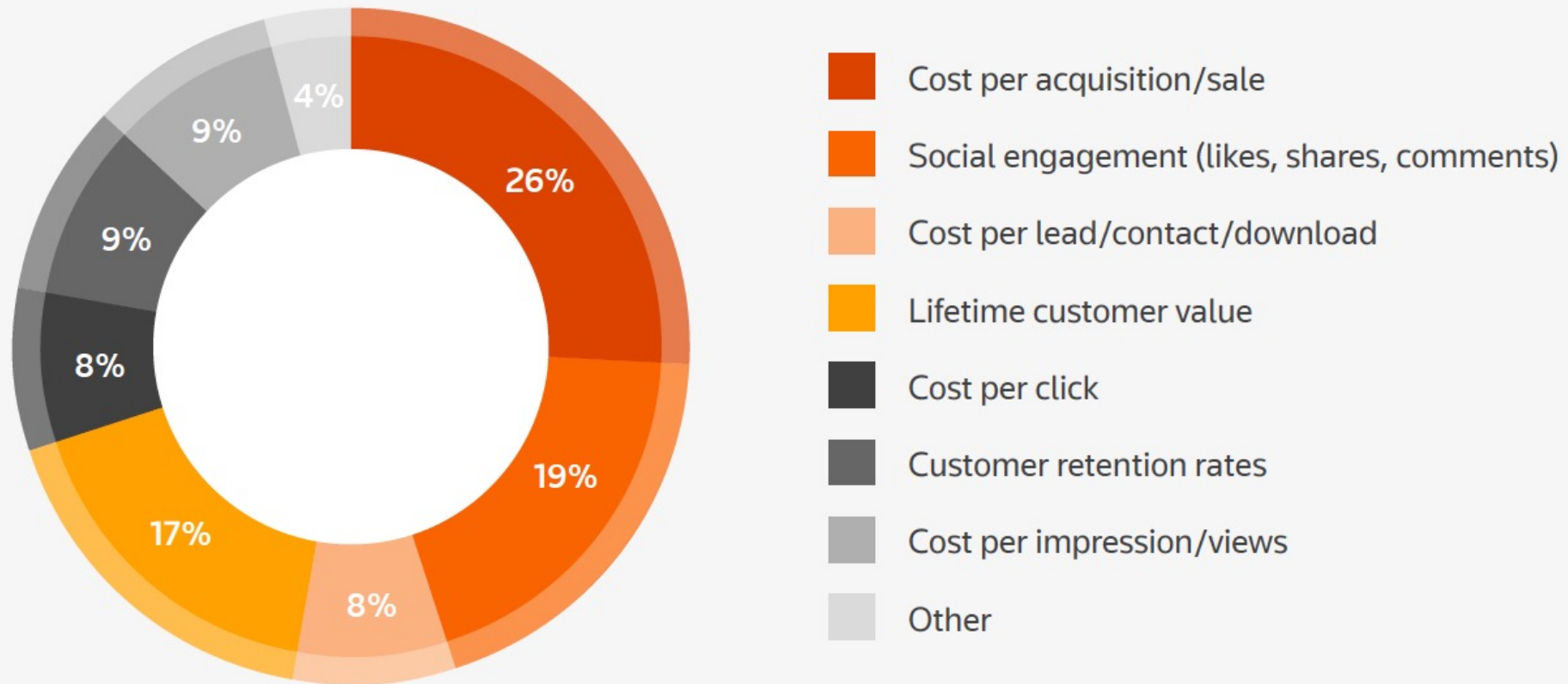
Marketing	Email	SEO	Pay-per-click	Social Media	Website
Cost per acquisition	Open rate	Sales	Cost per click	Amplification rate	Website traffic
Market share	Conversion rate	Leads	Click-through rate	Applause rate	Unique visitors
Brand equity	Opt-out rate	Conversion rate	Ad position	Followers and fans	New vs. returning visitors
Cost per lead	Subscribers	Visits	Conversions	Conversion rate	Time on site
Conversion rate	Churn rate	Time on site	Conversion rate	Landing page conversion rate	Average time on page
Click-through rate	Click-through rate	Time on page	Cost per conversion	Return on engagement (ROE)	Bounce rate
Page views	Delivery rate	Keyword rankings	Cost per sale (CPS)	Post reach	Exit rate
Bounce rate		Page views	Return on ad spend (ROAS)	Klout score	Page views
Share of voice (SOV)		Bounce rate	Wasted spend		Page views per visit
Online share of voice (OSOV)		Indexed pages	Impressions		Traffic sources
		Increase in non-branded search traffic	Quality score		Geographic trends
		Increase in branded search traffic	Total spend		Mobile visitors
		Referring websites (backlinks)			Desktop visitors
		Domain authority			Visits per channel
		Page authority			

Source: Content Marketing Institute, KPIs by Category

Sample KPI Dashboard for Tracking

KPI	Q2 Tracking	Notes
Average 20 signups per webinar	100%	Increase our goal to 40 signups for second half
Average open rate of at least 27%	25%	
Generate 10 free trials/month	0%	Chatbot is not working, need to find a new vendor
Increase CTRs on social ads +3%	30%	
Grow organic traffic to new website visits by +10%, EOY	70%	
Work with 4 social influencers by EOY, with at least 20 posts each	50%	
Publish 2-3 relevant, authoritative content pieces each month	90%	
+50% of web pages updated, EOY	80%	
Optimize 10 blog posts, EOY	25%	

Figure 3. Which of the following KPIs are most widely used to judge the success of a campaign or across campaigns?



Source: Reuters Events: State of Marketing Survey 2023

After your plan is built and shared:

- ✓ Secure final approvals and budgets
- ✓ Benchmark your KPIs
- ✓ Execute, measure and refine
- ✓ Don't reinvent the wheel –
use as a starting point for your next plan!



***Thank you for
joining us today!***