



Strategic Marketing Planning Workshops

Sharpening Marketing Planning Capabilities for Greater Impact

Summer 2019

What's Wrong with Marketing Plans?

Every marketing team does Marketing Planning, but few are satisfied with the process or its outcomes.

While the key elements of a plan are widely understood, there are issues every step of the way.

- Marketing objectives and business objectives often misaligned
- Vague objectives and accompanying metrics
- Lack of common language and frameworks
- Confusion between objectives, strategies and tactics
- Inconsistent presentation of strategies and goals across teams complicates leadership decision-making about investment priorities
- Missing description of required customer behavior change that will drive strategies
- Too many tactics, not enough strategic thinking



Benefits of Strategic Marketing Planning

“If you don’t know where you are going, you’ll end up someplace else.” — *Yogi Berra*

For marketers:

- ✓ Sparks critical thinking and new ideas
- ✓ Sharpens focus on what matter most
- ✓ Helps prioritize efforts
- ✓ Links marketing activities to business objectives
- ✓ Describes success
- ✓ Increases accountability
- ✓ Makes the case for funding

For management:

- ✓ Simplifies engagement in strategic issues
- ✓ Helps in evaluating investments across the portfolio
- ✓ Fosters alignment on strategy

Characteristics of Effective Plans

A clear, strategic marketing plan focuses the organization on what needs to happen to win in the market place.

Effective plans have these key characteristics:

Coherent Structure	<ul style="list-style-type: none">• Link desired business outcomes to marketing objectives to strategic imperatives• Detail tactics to be implemented for achieving them
Focus on Achieving Customer Behavior Change	<ul style="list-style-type: none">• Identify whose behavior needs to change• Describe what they need to do differently
Be SMART!	<ul style="list-style-type: none">• Include clear, measurable objectives• Do not have too many
Inspiring	<ul style="list-style-type: none">• Describe why success is important in ways that motivate the team• Articulate purpose beyond the numbers
Anticipate Challenges	<ul style="list-style-type: none">• Describe and plan for changing competitive and regulatory landscapes• Include contingency plans if key assumptions don't hold

Developing SMART Objectives

To be actionable, marketing objectives have to be SMART: specific, measurable, aggressive, realistic and time-specific.

Tips for developing SMARTer objectives:

- Anchor them on the business objectives – What is the overall goal?
- Start with the end in mind – What does success look like?
- Focus on growth – Where will it come from?
- Think beyond financial goals – What else matters?
- Specify a time frame - Short term and/or long term?
- Include metrics - How will we know we've done it?



Actionable Workshop Deliverables

We leverage our experience as marketing professionals and faculty to create a custom workshop.

At the end of the day, your team walks out with:

- A stronger, better plan
- Greater alignment on the path forward
- Stronger skills and capabilities
- Frameworks and tools for future plans



Backgrounds

ILLUMINATIONS
Living by Candlelight

patagonia



accenture

BCG

PROPHET

Leo Burnett

JWT

Y&R

Faculty Affiliations

Berkeley Haas



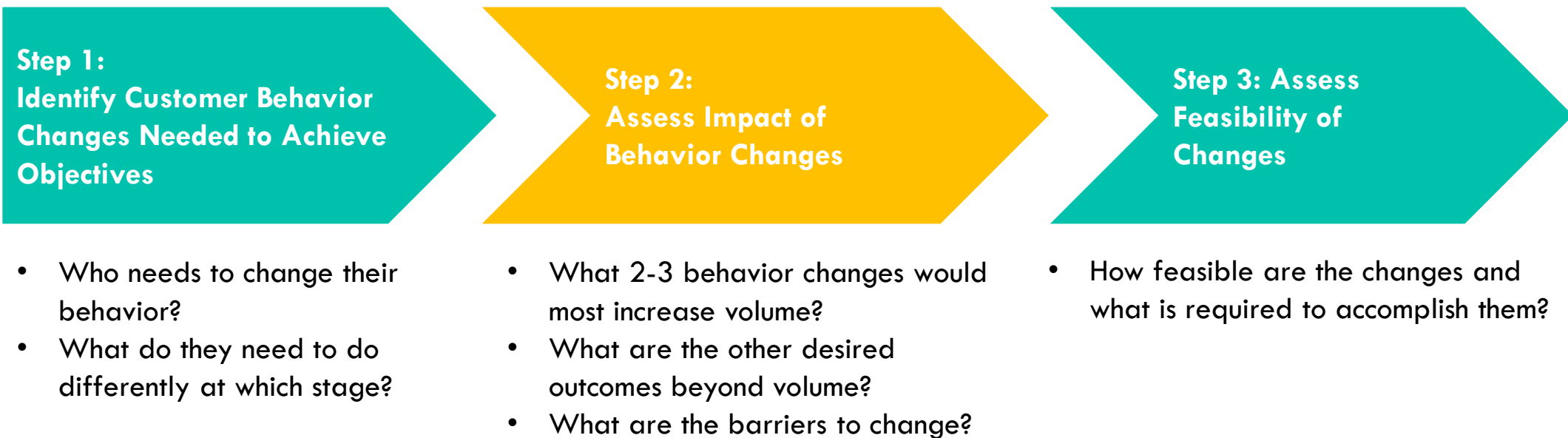
B-School Courses We Teach

- Strategic Brand Management
- Marketing Management
- Services Marketing
- Principles of Marketing
- International Business Consulting

Our Unique Perspective

In marketing, what we do depends on the behavior change we're trying to change. This behavior change is our starting point for Strategic Marketing Planning.

The workshop leads teams to evaluate customer behavior change options and focus the plan on the most promising, impactful and feasible changes.

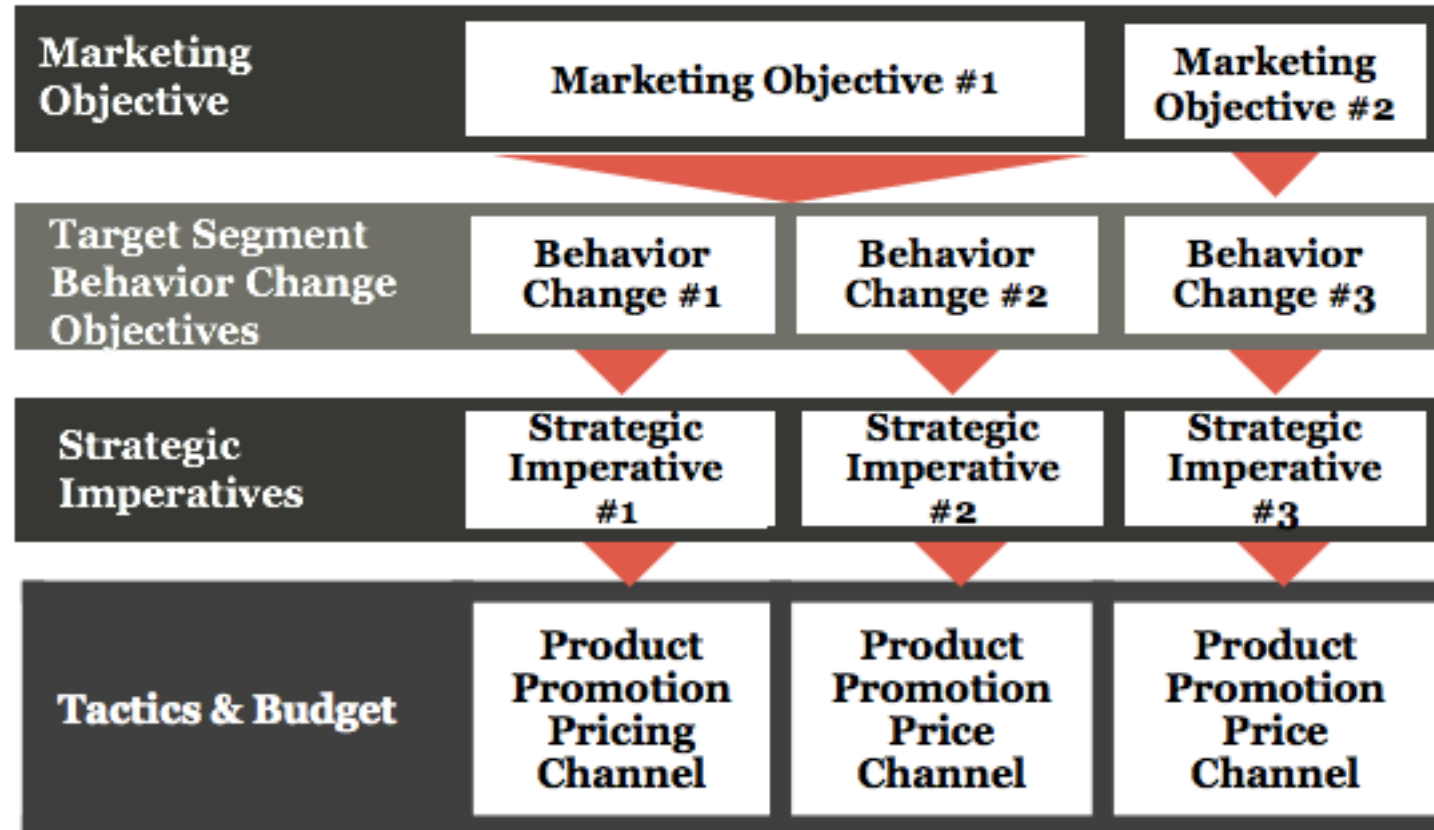


Our Roadmap

We work with teams to ensure tight linkage between the components of the plan.

Most plans we see skew heavily toward tactics and budget, without clear connection to the customer behavior change they hope to achieve.

Brand Amplitude Strategic Planning Framework



Customized Design

Our approach is flexible and tailored to the team's needs.

Whether working with one or multiple teams, HR or others, we adapt the design to meet your needs.

Guiding Principles

- Use relevant examples for your business
- Challenge the team's thinking
- Create an interactive format
- Design engaging exercises and activities
- Be output oriented
- Apply marketing best practices
- Use latest, proven teaching techniques from leading business schools

Typical Fees

- Design and first work session: \$30,000
- Repeat sessions: \$15,000

Typical Process

Step	Key activities
Business briefing	<ul style="list-style-type: none">• Understand the organization's business challenges and plans• Review current marketing plans to identify opportunities for improvement
Materials customization	<ul style="list-style-type: none">• Design the session• Tailor our frameworks and examples
Sponsor review session	Incorporate feedback and finalize materials
Workshop	Emphasize hands-on learning and usable output

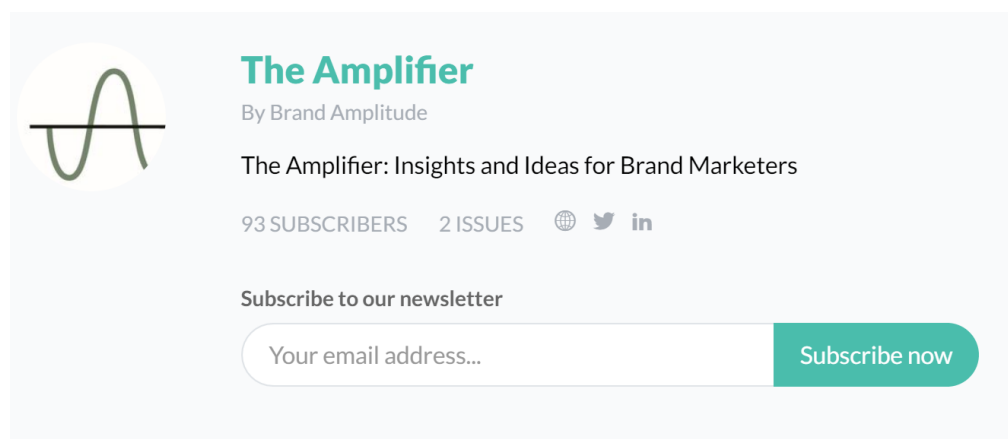
Note: Plus travel expenses for 2 facilitators

What to Sharpen Your Team's Skills?

Contact us to learn more about our custom workshops.




- Strategic marketing planning
- Brand positioning and messaging
- Brand extensions and architecture
- CX and EX elaboration
- Marketing for non-marketers

Click [here](#) to sign up for *The Amplifier*.



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The Amplifier: Insights and Ideas for Brand Marketers

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I embedded the link and changed the wording!