

## Marketing Planning Hierarchy (Template)

Create a marketing map to summarize plans and galvanize a team

	Q1	Q2	Q3	Q4
Business or Commercial Directive	e.g. Increase customer base in key markets. Launch new product.			
Marketing Strategy	e.g. Data indicated healthy traffic, but poor conversion. Focus on lead generation across owned properties.			
KPIs	e.g. Maintain max CpA of \$40 and increase volume 20% YoY. Increase referring...			
Marketing Campaigns	e.g. Trial Promotion			
	e.g. Product Launch			
Always On Marketing	e.g. Monitor brand interactions on key outposts. Trend based content creation each week. Develop content schedule for continual content promotion...			
BAU Marketing	e.g. Manage paid media. CpC to KPI max. Natural search...			

# Marketing Plans That Work

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