

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

Annelies Wilder-Smith



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