

# Sample Action Plan: Emerging Technology and Trends

The Action Plan is a collaborative, living document that you'll create with your Gartner team. Each plan is customized to reflect your specific objectives.

Our analysts work with you to focus on the areas with the greatest potential impact on your business. You'll then use the Action Plan as a touchstone to measure progress against goals and course-correct if necessary.

**Plan for and act on emerging technologies and trends!**

Call us at 1-866-592-5144 or email us at [gml@gartner.com](mailto:gml@gartner.com)



# Emerging Technology & Trends: Staying ahead of the curve



## How your Gartner partnership will provide continuous, long-term support

Client Objective	Client Initiatives	Action Plan and Gartner Resources
<b>Achieve transformative business outcomes by exploiting emerging trends and technologies</b>	<ul style="list-style-type: none"><li>▪ Enable a progressive mindset for remaining on the forefront of what's next in digital</li><li>▪ Be proactive rather than reactive in awareness, continuous connection to and understanding of the digital space from a variety of resources</li><li>▪ Evaluate the business potential of new digital marketing trends or techniques</li><li>▪ Work cross-functionally with other interested business units to implement emerging trends and technologies</li></ul>	<ul style="list-style-type: none"><li>▪ Help you evaluate and act on the emerging trends that will have the most impact on your business through <b>research and reports</b>, and describe some of the most important technologies that digital marketers will need to succeed</li><li>▪ Provide insight into techniques and technologies with <b>toolkits and frameworks</b> that include presentation templates that will assist you in preparing your organization for engaging with customers and prospects</li><li>▪ Deliver expert insight on where key marketing technologies are headed and how you should consider these for supporting the continual success of your digital marketing organization with the <b>Hype Cycle</b></li><li>▪ Address what trends and techniques are on the horizon that will change or disrupt current marketing practices with <b>analyst insights</b></li><li>▪ Increase your awareness of the most important emerging technologies that digital marketers should consider in order to be successful in the digital business era with <b>Cool Vendor Reports</b></li><li>▪ <b>Partner with analysts</b> to gain unique insight into the high-impact digital scenarios we see emerging, showing you how to position your brand for success</li></ul>

# Emerging Technology & Trends: Lead the digital business transformation with digital marketing























## How your Gartner partnership will provide continuous, long-term support

Client Objective	Client Initiatives	Action Plan and Gartner Resources
Lead the charge as the organization transforms into a “digital business”	<ul style="list-style-type: none"><li>▪ CEO has appointed marketing as the lead in guiding and transforming the business into a “digital business”</li><li>▪ Gain an understanding of what digital business is and what it means to the company</li><li>▪ Develop digital business plan, goals and set expectations</li><li>▪ Build a cross-functional team to support plan</li><li>▪ Develop key metrics to measure progress</li><li>▪ Establish and run several pilots before launching companywide</li><li>▪ Continue to monitor progress and evolve as an organization</li></ul>	<ul style="list-style-type: none"><li>▪ <b>Provide insight and guidance</b> to prepare for how emerging trends and technologies of digital business will impact the practice of marketing and your business overall</li><li>▪ Help you separate the signal from the noise on the path to digital marketing maturity by using the <b>Hype Cycle</b>, and provide expert insight on where key marketing technologies are headed and how you should consider these for supporting the digital business charge</li><li>▪ <b>Collaborate with our analysts</b> to understand the digital marketing hype and develop realistic goals</li><li>▪ <b>Toolkits</b> provide templates to discuss where marketing technologies are headed and how you can collaborate with multiple business units to drive the organization through the digital business transformation starting with marketing</li><li>▪ Use <b>surveys and research</b> to frame the discussions around digital business by focusing on digital marketing to drive growth, innovation and investments</li><li>▪ Use <b>frameworks</b> to assess the broader opportunities emerging marketing technologies will have beyond initial adoption</li><li>▪ <b>Vendor overviews</b> feature emerging providers to keep a look out for innovative technologies that support your digital business transformation</li><li>▪ <b>Partner with analysts</b> to gain unique insight into the high-impact digital scenarios we see emerging, showing you how to position your organization for success</li></ul>

# Sample engagement plan for the first 90 days



	1-30					31-60				61-90		
Weeks	1	2	3	4	5	6	7	8	9	10	11	12
 <b>Key milestones</b>   <b>Service interactions</b>	 <b>Kickoff</b>					  <b>30-day check-in</b>				  <b>Portfolio review</b>		  <b>90-day review</b>
 <b>Written research and tools</b>	Identify research reports to baseline team's understanding	Review marketing technology plans, priorities, documents, corporate goals, and next steps				Review findings from Spend Survey and other relevant surveys			Toolkit: Compare your investment with peers in marketing spend and maturity			
 <b>Subject matter experts</b>	Prioritize next steps and gaps mapped to marketing technology strategy				Learn best practices from across industries around content creation and curation		Talk to analysts and perform technology landscape scan for vendors, agencies and service providers		Talk to an analyst expert to get actionable advice contextualized to your priorities			
 <b>Peers</b>	Engage for best-in-class sales and marketing support models and structures					<b>After the first 90 days, we'll continue to collaborate to address your highest priorities, helping you save time, reduce risk and lead with confidence.</b>						