

Sample Action Plan: Marketing Management

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.

Put your marketing management plan into action!

Call us at 1-866-592-5144 or email us at gml@gartner.com



Marketing Management: Implement a cross-functional framework



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

Client Objective 1	Client Initiatives	Action Plan and Gartner Resources
Improve cross-functional digital collaboration efforts to optimize team roles, responsibilities, and structures across marketing and IT	<ul style="list-style-type: none">▪ Define the organizational obstacles between marketing and IT▪ Redefine organization design to improve digital marketing efforts across marketing and IT▪ Develop a united digital marketing vision with IT, sharing the same goals▪ Clear understanding of each role and responsibilities and how they contribute to driving the success of digital initiatives▪ Remove redundant roles and responsibilities and support contradicting roles	<ul style="list-style-type: none">▪ Use the Marketing Maturity Assessment to assess the maturity level of the marketing-IT relationship in your enterprise and determine techniques for achieving a synergistic relationship▪ Create a digital marketing strategic roadmap that enables marketing and technology to gain strength by joining forces and presenting a clearer vision of what is achievable▪ Identify what marketing needs from IT and how to best partner with IT to achieve shared digital marketing goals▪ Work with our analysts to define the roles/responsibilities across marketing and IT to create a more effective organization structure▪ Provide marketing and IT collaboration best practices to improve efficiency and processes across departments
Collaborate more effectively with IT by developing a clear, defined project process	<ul style="list-style-type: none">▪ Collaborate with IT to build a process that will improve work streams and simplify cross-functional projects▪ Integrate best practices for teaming up with IT to complete marketing projects▪ Understand how IT operates and what they need from marketing to be successful▪ Develop a feedback loop to provide an environment of continuous improvement across IT and marketing	<ul style="list-style-type: none">▪ Use the Marketing Maturity Assessment to assess the maturity level of the marketing-IT relationship in your enterprise and determine techniques for achieving a synergistic relationship▪ Review your digital marketing strategy to determine where you stand, what you need to achieve, what you'll need to get there and how IT can help▪ Provide guidance as you define requirements and communication plans with IT▪ Guide you through developing a long-lasting reciprocal relationship with IT

Marketing Management: CMO takes on the digital challenge



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

Client Objective 2	Client Initiatives	Action Plan and Gartner Resources
Drive more efficient revenue growth by utilizing digital channels and techniques	<ul style="list-style-type: none">■ Improve the inbound marketing program■ Use authentic stories that drive engagement versus the current standard sales pitch■ Break through channel silos to erase seams between channels and experiences■ Use the right combination of data to build persona-driven segments and predictive models■ Pair action with measurement using techniques like A/B testing and iterative campaigns and programs to identify the investments that are worth scaling■ Gain approval to establish a test-and-learn budget for experimentation and exploratory innovation	<ul style="list-style-type: none">■ Use the Marketing Maturity Assessment to assess the maturity level of the marketing organization and determine what it will take to get to the desired state■ Step-by-step guides provide advice and guidance for CMOs expected to lead the digital transformation on what it means to be a digital CMO and how to guide their organizations to new levels of marketing-driven growth■ Evaluate and implement storytelling techniques to attract and engage with customers and prospects■ Partner with our analysts to become an inbound advocate, shifting from finding customers to getting found■ Change management best practices for organizing people, processes and technologies for successful marketing-led digital transformation■ Develop a strong point of view and a series of related themes and storylines that build the foundation for compelling campaign assets■ Discover opportunities to enhance experiences through our analysts; they provide guidance and roadmaps in investigating channel intersections to discover opportunities for enhanced experiences<ul style="list-style-type: none">– Collaborate with our analysts to research and model your customers' online and offline engagement with your brand■ Define metrics that map to corporate goals and critical programs for measurement<ul style="list-style-type: none">– Combine first- and third-party data to enrich target segments and personas– Use predictive analytics for targeting offers and experiences, in planning or in real time■ Share best practices to evaluate your competitive advantage and look for new ways to leverage assets and advantages to create new revenue streams

Sample engagement plan for the first 90 days

