

Sample Action Plan: Multichannel Marketing

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 multichannel marketing plan into action!

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



Multichannel Marketing: Integrating multichannel programs



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

Client Objective	Client Initiatives	Action Plan and Gartner Resources
Enhance revenue by engaging with customers across multiple channels	<ul style="list-style-type: none">Create a multichannel strategy that integrates marketing programs across channels to deliver value to prospects and customersPrioritize which channels our multichannel programs should play a dominant role in throughout the customer journeyAnalyze multichannel marketing tactics and implement best practicesEvaluate and source technology provider solutions and prioritize channel investments to improve our multichannel effortsContinue to refine, improve and innovate our multichannel efforts based on measureable results and feedback	<ul style="list-style-type: none">Define your specific requirements by completing the Marketing Maturity Assessment and determine what resources, technologies and channels make the most sense to plan for and invest inIdentify gaps in your multichannel marketing strategy and current resources to develop a plan to achieve the revenue goalUtilize our analysts to understand which channels are yielding the best results, inform spending decisions and determine how to use each channel to reach your digital goalsProvide a framework for calculating ROI of multichannel activitiesEvaluate vendors with Magic Quadrants and determine a shortlist of potential partnersUse survey results for multichannel marketing best practicesProvide how-to guides, toolkits and tailored frameworks for maximizing the impact of marketing activities and executing a multichannel strategy at scaleDeliver ongoing guidance and support in reviewing your multichannel strategy to continually improve the structure, process and multichannel technology solution
Drive cross-channel leads into sales by integrating a CRM platform	<ul style="list-style-type: none">Develop a common vision and strategy for managing customer relationships across the organizationLearn what best practices organizations use to successfully implement enterprise wide CRM projectsMaximize CRM platform to drive cross-channel leads into salesIdentify and recommend the functionality needed for CRM and lead managementUtilize analytics and KPIs to develop a data dashboard that will maximize how leads are captured and data is analyzed	<ul style="list-style-type: none">Use the CRM Maturity Model to measure your organization's CRM capabilities as a basis for building your CRM roadmapIdentify gaps in your current customer relationship strategy and create a plan for how to overcome gapsUtilize toolkits and frameworks to choose the right KPIs and metrics that will demonstrate the business value of implementing a CRM systemEvaluate CRM vendors with Magic Quadrants, Vendor Ratings & Vendor Guides to help select the right CRM partner to complement business goalsReview technology proposals and provide unbiased, objective insight into which services would be the right fit to help you reach your digital objectivesProvide toolkits and frameworks as a model to assess before, keep track during and report after CRM projects

Multichannel Marketing: Integrating 2-speed marketing



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

Client Objective	Client Initiatives	Action Plan and Gartner Resources
Increase sales by implementing and integrating a 2-speed marketing program	<ul style="list-style-type: none">Understand the ever-evolving criteria for choosing technology and service providers to help develop and manage a 2-speed marketing programDevelop a roadmap, taking into consideration what touchpoints outside of marketing need to be incorporatedUpdate policies and procedures to support real-time 2-speed marketingImplement real-time data integration tools to support content, social and location-based marketing that provides a full picture of the target audienceUpskill team to take on new responsibilities and execute against new strategyPotentially identify and source agency partners to support the customer experience initiativeModernize campaigns by implementing best-in-class multichannel marketing tacticsConduct ongoing and continuous brand storytelling and customer engagementIncrease social and mobile presenceContinue to refine and improve the process based on results and feedback	<ul style="list-style-type: none">Use the Marketing Maturity Assessment to assess your marketing maturity and determine if you are prepared to take full advantage of two-speed marketingEvaluate marketing systems and resources to see whether they are designed to support single-speed or 2-speed marketing and determine the gaps you need to fill to evolve to 2-speed marketingUtilize our analysts to gain an advantage in understanding new and proven digital tools that would assist in more effectively building and executing 2-speed marketingStep-by-step guides to balancing traditional timebound marketing campaigns with ongoing interactions that support changing buyer behaviorsOrganize your multichannel strategy around a two-speed cadence to achieve broader marketing objectives and increase salesIntegrate campaigns and continuous engagement and identify touchpoints outside of marketing to deliver greater customer value and to create lasting business valueProvide ongoing guidance and support on reviewing your multichannel marketing strategy to continuously improve the structure, process and technology solution

Sample engagement plan for the first 90 days

