

# 4

# Simple Questions

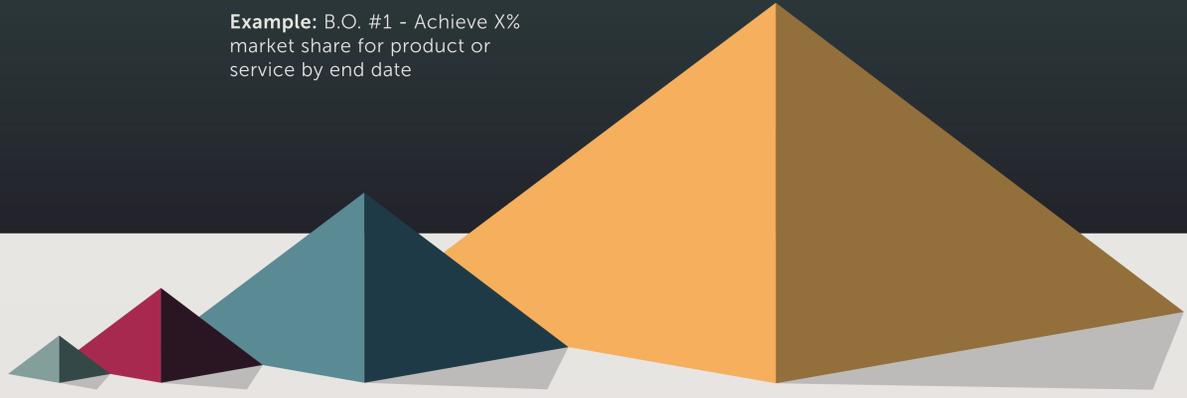
## to Help You Build Your Annual Marketing Plan

### 1

## What Does Your Business Want to Achieve This year?

*Define Business Objectives (B.O.)*

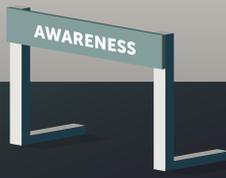
**Example:** B.O. #1 - Achieve X% market share for product or service by end date



### 2

## What Are the Audience Hurdles to Achieving This?

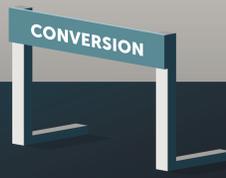
**PRO TIP:** These can be identified most accurately through audience research and surveys, which in turn, also makes it possible to benchmark and measure improvement over time.



**Hurdle #1** - Lack of awareness in X Market



**Hurdle #2** - Perceived lack of expertise in Z Market



**Hurdle #3** - Lack of connection between marketing and sales



**Hurdle #4** - Marketing has no way to communicate with existing customers, leading to low retention rate

### 3

## What Are Your Marketing Goals for Overcoming These Hurdles?

*Define Marketing Objectives (M.O.)*



**M.O. #1** - Reach X% awareness in Market X by [date]



**M.O. #2** - Increase confidence in our level of expertise by X% in Market Z by [date]



**M.O. #3** - Generate 500 qualified leads for sales team by [date]



**M.O. #4** - Increase retention rate by X% among X type of customers

### 4

## How Can Marketing Efforts Help You Achieve These Goals?

*Define Strategies to Support Objectives*



**Strategy #1**  
Generate market awareness through advertising and PR campaigns targeting Market X.



**Strategy #2**  
Demonstrate expertise through high-visibility thought leadership content targeting Market Z



**Strategy #3**  
Optimize campaigns for lead capture, nurture and technical integration between marketing and sales CRMs



**Strategy #4**  
Increase contact capture at time of sale and develop communications plan to nurture customers prior to renewal/repurchase

*Define Tactics to Support Strategies*

➔ Create product video and promote via paid YouTube, social and programmatic video

➔ Develop series of blog posts on X, Y, Z topics and promote via paid social and native ads

➔ Retarget blog visitors with Facebook lead-generation campaign

➔ Incentivize contact capture at time of sale via discount code and loyalty program

➔ Develop series of press releases for product launches X, Y, Z

➔ Host webinar and promote via LinkedIn job title targeting

➔ Nurture webinar attendees via series of emails with CTA to talk to sales rep

➔ Nurture customers via series of emails leading up to time of renewal/repurchase

➔ Launch product at X trade show with supporting ad in show guide and press invitations

➔ Develop series of white papers and promote via paid social and trade media e-blasts

➔ Implement lead scoring and process for lead routing to sales via CRM

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