

CSG Advisory™

Culture | Strategy | Growth

POV: B2B Marketing planning with partners

For sales acceleration



Design partner:



Purpose of this document

Establish the **criticality of marketing planning** exercise for partner organizations in alignment with internal and vendor priorities

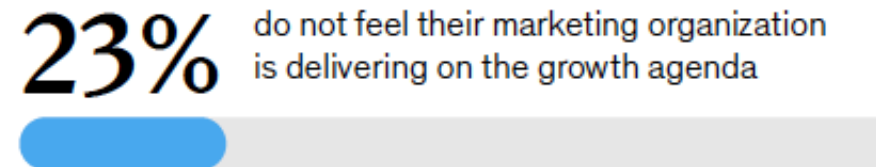
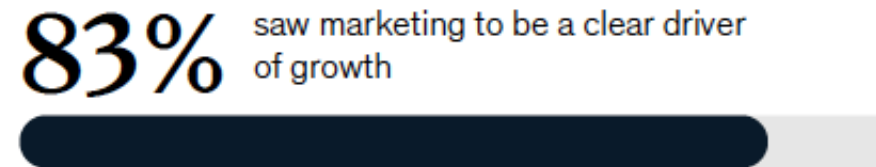
Prof. **Tim Calkins**,
Kellogg School of
Management
believes...

...if marketers are unable to write a great marketing plan, it is highly unlikely that they will execute great marketing programs, and even more unlikely that they will deliver great results.

Rising expectations from Marketing

Source: McKinsey study

Exhibit 1 CEOs see marketing as owning the growth agenda.



Marketing needs to play the Unifier role in bringing together all stakeholders to deliver on the growth agenda

Marketing plan drives future readiness, resulting in...



Vendor alignment



Business & sales alignment



Budget & resource allocation



Organization-wide sponsorship



Agility towards market shift

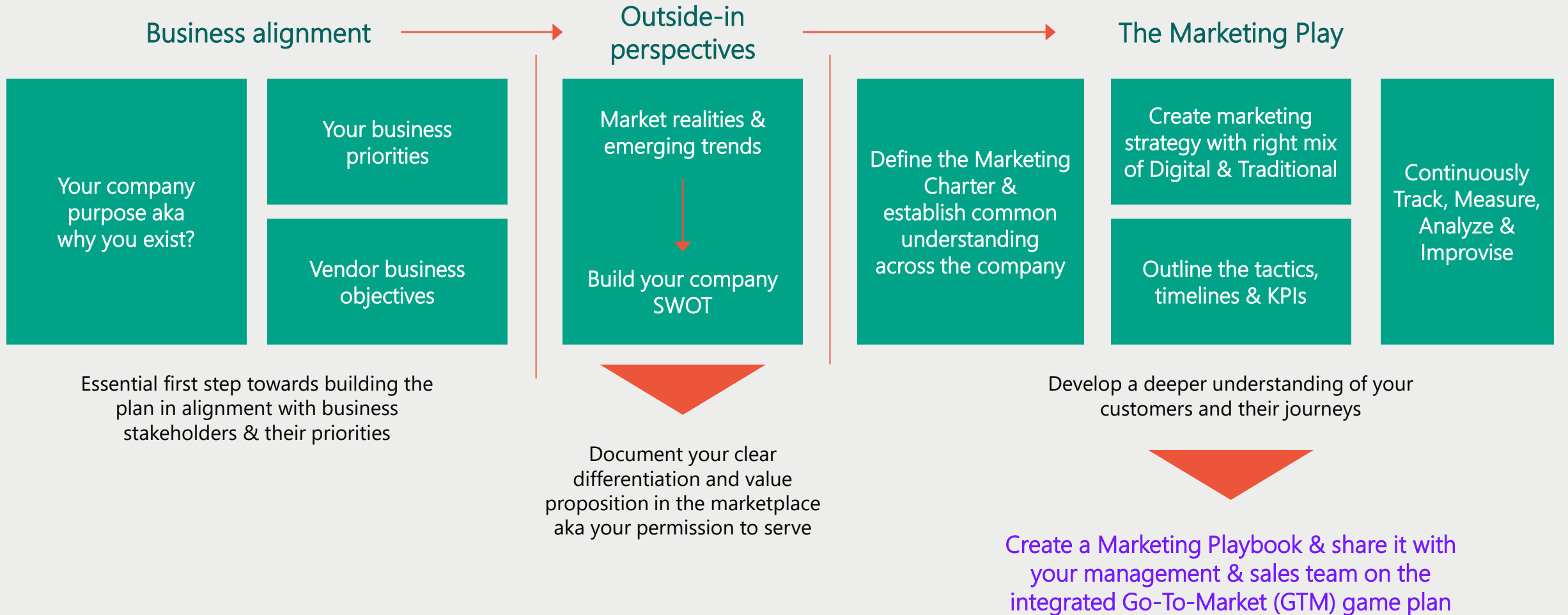


Readiness & structured execution



Customer affinity & improved ROI

Framework for building a marketing plan



Further reading



TIM CALKINS

Technical Note: Writing Great Marketing Plans

If you are unable to write a great marketing plan, it is highly unlikely that you will execute great marketing programs, and even more unlikely that you will deliver great results.

Marketing plans are where ideas come to life. The marketer's world is full of ideas: new product ideas, promotion ideas, cost-saving ideas, public relations ideas, and more. Until the ideas actually find a place in a plan, however, they are simply idle thoughts.

<https://store.hbr.org/product/note-on-writing-great-marketing-plans/KEL146>

McKinsey
& Company

Marketing & Sales Practice

Marketing's moment is now: The C-suite partnership to deliver on growth

Is your marketing executive a Unifier, Loner, or Friend? The CMO's rapport with the C-suite is crucial in establishing marketing's role as a growth driver.

<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/marketing-moment-is-now-the-c-suite-partnership-to-deliver-on-growth>

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Thank you

For further guidance, meet us at:

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