

# 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.

83%

saw marketing to be a clear driver of growth

**23**%

do not feel their marketing organization is delivering on the growth agenda



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







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

Vendor business

objectives





Essential first step towards building the plan in alignment with business stakeholders & their priorities



Document your clear differentiation and value proposition in the marketplace aka your permission to serve

#### The Marketing Play

Define the Marketing
Charter &
establish common
understanding
across the company

Create marketing strategy with right mix of Digital & Traditional

Outline the tactics, timelines & KPIs

Continuously Track, Measure, Analyze & Improvise

Develop a deeper understanding of your customers and their journeys



Create a Marketing Playbook & share it with your management & sales team on the integrated Go-To-Market (GTM) game 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/marketings-moment-is-now-the-c-suite-partnership-to-deliver-on-growth



# Thank you

For further guidance, meet us at: <a href="https://www.csgadvisory.com">www.csgadvisory.com</a>