

Marketing Plan

Reduce Complexity of Marketing Planning and Budgeting

Marketing planning and budgeting processes are complex and time-consuming. Nielsen says senior marketing executives spend up to 30 percent of their time, or 1.5 days a week, trying to make sense of their budgets.

Most marketing organizations struggle with spreadsheets, PowerPoint slides, and borrowed tools designed for non-marketing purposes. The complexity and misalignment of plans and budgets increase as businesses grow and add more channels, more product lines, and more geographies.

Marketers should always look for ways to save time so they can focus on executing programs and campaigns that will increase revenue and improve customer experiences.

“Marketing is under pressure to become more responsive, collaborative and data-driven, and marketing operations must introduce agile concepts to achieve these goals.”

- MARKETING OPERATIONS: PLANNING ASSUMPTIONS 2018, SIRIUS DECISIONS



Challenges

Spreadsheet chaos. Spreadsheets weren't designed for marketing planning and budgeting. Marketers that use them struggle with version control, massive excel files, and multiple approaches to the same process.

Lack of consistency. Large marketing organizations struggle getting the entire department involved to create plans and budgets in a consistent way that roll up to a single source of truth.

Manual and time-consuming. Without tools specifically designed for marketing planning and budgeting, organizations waste significant time producing incompatible and inconsistent documents that are barely useful.

No visibility. With a fragmented approach, there is no way to see where money will be spent or if it supports business objectives.

One-dimensional budgets. Views into the budget are too narrow. Marketers may be able to see how much they're planning to spend on advertising but not how much they're planning to spend on awareness or demand for specific product lines in key geographies.

Past performance is missing. Businesses often start with last year's budget and slightly adjust it. Without seeing how well each component of last year's budget performed, the approval and performance of next year's investments are at risk.

Missing the forest for the trees. Businesses with dozens or even hundreds of marketers in different departments in various locations struggle to see the big picture, get insights on the full plan and budget, and determine if the organization is set up to meet its goals.

“Nearly half (47%) of CMOs still depend on basic budgeting methods that roll last year's budget into the next financial period or incrementally apply a percentage increase or decrease to last year's budget. Budgeting immaturity presents significant risks to CMOs.”

- 2017-2018 CMO SPEND SURVEY HIGHLIGHTS
DEMAND FOR RESULTS

The Solution

Allocadia enables an impactful, transparent and aligned marketing planning and budgeting process. With everything in one place, marketers can quickly see what they're doing, why they're doing it, and what they expect to get out of it.

- Structure plans and budget according to marketing's way of thinking instead of the finance teams' view.
- Put budget and plan spreadsheets to shame. Benefit from a dynamic, flexible and always-current solution to build all budgets and plans.
- Create plans that align with company objectives, forecast return on investment, and predict revenue and pipeline impact.
- Walk through what-if scenarios and see what will happen if the budget is shifted or cut.
- Merge top-down and bottom-up plans to align individual plans to CMO plans and goals.

- Ensure the optimal investment mix across stage of the customer journey, product line, segment, and activity type.
- Invite people to collaborate on plans and budgets. Ensure the right people have access to the right data.
- Set up the right metrics, the right metadata, the right data structure, and the right connections so that once the plan is executed, measurements and insights come together easily.
- Generate easy-to-read reports and dashboards for marketing and finance executives.

“Allocadia helps Equinix run marketing better by giving us one platform to do collaborative planning, in a simple format.”

- EQUINIX, SEAN HISS, DIRECTOR OF MARKETING OPERATIONS

Key Benefits

Save time. Ditch the spreadsheets and create plans and budgets in a simple, consistent and streamlined way.

Establish accountability. Ensure everyone knows what they need to do, when they need to do it, and why.

Global view. Get global insights into the marketing organization's plan and budget without going through any excel gymnastics.

“Coming from a world of spreadsheets to a tool that actually allows me to have visibility and insight into what's going on in the world is invaluable. Transparency drives better decisions.”

- NATIONAL INSTRUMENTS, HELENA LEWIS, CHIEF MARKETING OPERATIONS AND TECHNOLOGY

Prepare for success. Know in advance the impact the plan and budget will have on different goals and make the best decisions before execution begins.

Get ready for ROI. Build the foundation for ROI measurement. Everything starts from getting the marketing plan and budget right – the right set of data, the right plan structure and the right process.

Have confident conversations. Empower marketing executives to defend their budget and show the company that they have control over their strategy and will earn a return on investment.

Improve marketer's experience. Make it easier for marketers to build plans and budgets and free them to spend more time executing campaigns that drive business impact.