

Tear Down Marketing Planning Silos to Drive More Revenue

In order to drive top line gains, digital innovation efforts need to go upstream

Integrated omnichannel planning leads to more cohesive and compelling customer experiences

In a recent [report from the CMO Council and Televerde](#), organizational silos are listed as the biggest internal challenge to meeting revenue targets. No where is that more apparent than in the creation of marketing plans.



Data Source: CMO Council / Televerde, May 2021

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Today's consumers and business buyers shop across multiple channels and devices and are bombarded with information. Marketing silos are a direct result of the proliferation of these channels and how complex they have become.

Why Marketers Struggle with Silos

Each marketing channel has its own unique set of requirements and technical data that needs to be addressed and finessed in order to drive results. Channel expertise is highly valued so specialists are engaged for channel optimization. They build out their plans in spreadsheets customized for their unique data sets and work in channel specific production tools. While the channel itself may be optimized, they're working with blinders on because their data is siloed.

Brands planning in siloes end up falling behind due to missed opportunities, miscues, wasted time, and fractured customer journeys. Only brands that deliver integrated omnichannel experiences can cut through the content clutter.

According to [recent research by Omnisend](#), "marketers using three or more channels in a campaign earned a 494% higher order rate than those using a single-channel campaign." Let that sink in.

494%

HIGHER ORDER RATE
earned by multichannel vs.
single channel campaigns

With all the digital transformation efforts going on you'd think the problem of marketing siloes would be on its way out. However, marketing strategy is written in slide decks. The tactical marketing plan is scattered across spreadsheets and executional teams are working in different channel specific tools. There is no holistic view of the customer experience. No way to optimize cross channel coverage of a campaign. While centralizing work into one enterprise project management tool will help gain efficiencies in execution, it does nothing to aid strategic integrated planning.

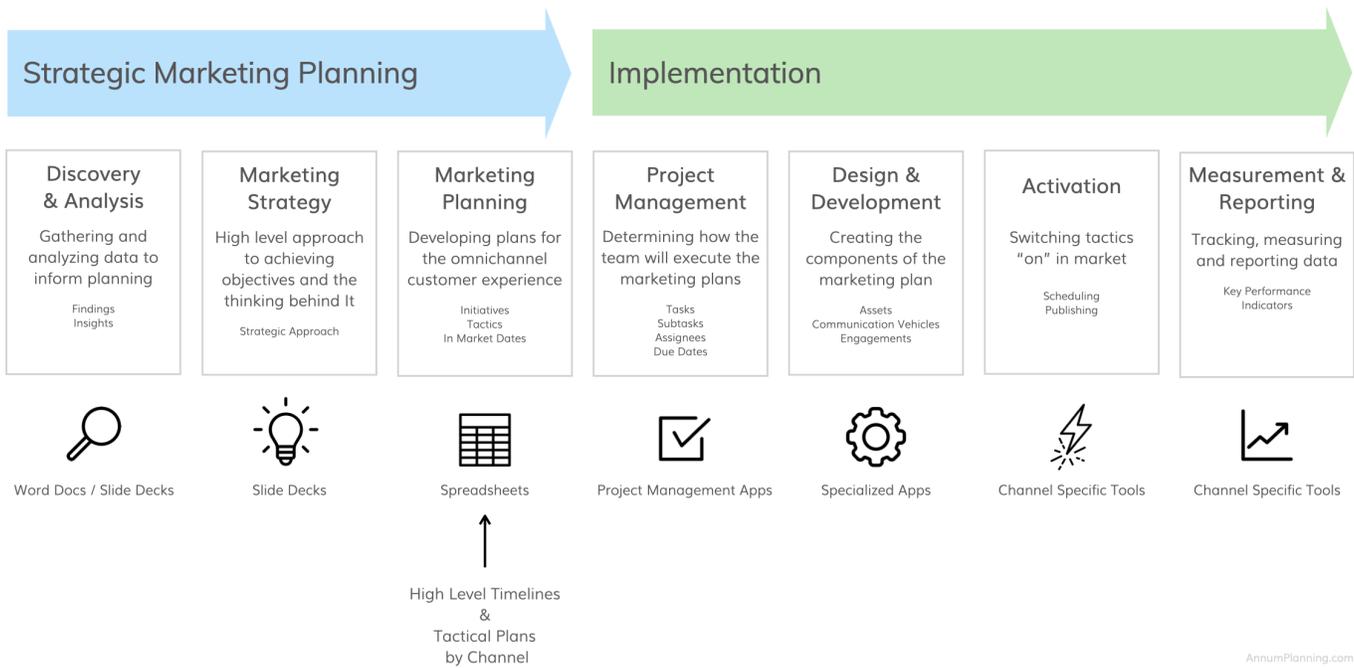
To bust down marketing siloes brands need to take their digital transformation efforts upstream.

How Marketing Siloes Impact Revenue

The Marketing Plan is in essence, the planned customer experience. It includes all initiatives and tactics and their in-market dates. Creation of the plan is the process of bringing the marketing strategy to life by

applying audience, market, and channel insights while determining how to deliver the right message and content at the right time in order to drive the desired actions and outcomes. The plan is represented as a marketing calendar with supporting documents. Planning typically happens annually and then on a rolling basis by quarter, month, week, and even day for agile organizations. No matter the lead time, strategic thinking is critical for success.

Stages of the Marketing Process and Standard Tools Sets



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The Problem with Planning in Spreadsheets

The standard tool for development of marketing plans is the spreadsheet. Marketers painstakingly format them to suit their needs or dig through online resources for templates.

- They turn them into high level multi-month timelines showing when major initiatives and paid media will be running.
- They mimic the format of monthly calendars, enter holidays, and use them for planning daily social posts.
- They build out sheet after sheet of planned tactics by channel to accommodate their unique data sets.

Integrated campaigns aren't better because everything matches, they're better because everything works together to lead the customer through their decision making process.

The problem lies in the fact that these various formats/sets of data are disparate and that is exactly why they're built independent of each other. It's also why they can't be integrated into one universal calendar in spreadsheet based tools. With data siloed by channel there is no way to get a holistic view of the customer experience. No way to assess and optimize cross channel coverage of a campaign or target audience segment.

With no connection to the big picture or strategic priorities, planning becomes very channel centric. Marketers focus on keeping the channel "on" and getting the work done. Teams hold status meetings to tell each other what is going on. Multiple documents must be referenced in order to assess the holistic plan. There is no single source of truth.

The Problem With Planning in Project Management and Production Tools

When tactical planning happens in project management and production tools, it's even further removed from strategy. At this stage teams are dealing with tasks and subtasks, assignees, assets, work flows, version control. It's often referred to as the "sausage making." Executional teams are task and deadline focused. There is no context for strategic decision making. Teams lose control of the customer experience. There is no marketing plan of record to reference.

If a tool is asking you to enter a "task" versus a "tactic" then it has been designed for project management versus strategic marketing planning.

Marketers Need a System that Guides Omnichannel Planning

In order to create stronger integrated plans and meet revenue goals, marketers need a system that keeps strategy front and center and the focus on the omnichannel customer experience, while getting everyone and everything on the same page.

Once you can see all channels side by side you can optimize campaigns for cross channel coverage, timing and messaging. Once you can connect tactics to strategy you can truly guide the customer journey.

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Drive More Growth with Annum's Integrated Marketing Planning Calendar

If you are fed up with the madness of using spreadsheets for calendars and ready to bust down your marketing planning siloes, we are here to help. Our integrated marketing calendar was purpose built for strategic omnichannel planning.

- Supports annual, quarterly, monthly and daily planning
- Shows timing of all overarching initiatives, campaigns, and promotions
- Provides a universal view of all tactics across all channels from paid media to daily social posts
- Is flexible enough to include product roadmaps and other key corporate initiatives and milestones
- Pulls cultural, customer, and seasonal insights in to inform planning
- Offers filtered views by campaign and target audience segment for cross channel optimization
- Provides edit rights by channel to keep teams in their swim lanes
- Can scale into a connected parent-child calendar system to provide full visibility across enterprise organization

With Annum you can connect tactics to strategy, make more informed decisions, build stronger integrated plans, and achieve better outcomes.

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Integrated Marketing Planning Calendar

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ABOUT ANNUM

Annum was founded in 2020 to specifically address the planning silos marketers have been struggling with for decades. Annum's integrated marketing planning calendar features a patent pending dynamic data model that brings all overarching initiatives and in-market tactics into one holistic calendar view alongside seasonal customer insights.

For enterprise, Annum offers the only parent-child connected calendar system that provides full visibility across the entire organization.