Comparison of the "Best Marketing Calendar Software" on G2

A guide to choosing the right calendar for marketing planning

G2 is the world's largest and most trusted tech marketplace. More than 60 million people each year visit g2.com to read and write authentic reviews about more than 100,000 software products and professional services.

Within the marketing calendar category on G2 there are 40 software applications listed including our solution, Annum

- as of October 2023 -

In the ever-evolving world of marketing, having a strategic tactical plan is essential. Imagine your marketing planning calendar as your guiding compass—it's where you chart your course and ensure all efforts align harmoniously to create a cohesive and compelling customer experience that delivers on the business objectives.

As marketers, we understand how critical your planning calendar is. We've wrestled with spreadsheets and tried tool after tool, but none gave us the universal visibility we needed. That's why we developed Annum, a strategic integrated omnichannel planning solution that gets everything and everyone on the same page.

In this document we'll delve into the tools commonly used for marketing planning. Then we'll do a comparison of the solutions listed in G2's best marketing calendar category alongside Annum.

Our aim is to guide you through the various types of marketing calendars available and assist you in determining whether Annum is a fit for your planning needs.

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Typical Tools Used for Marketing Planning

Slide Decks and Spreadsheets

High-level strategy, initiatives, and campaigns are most often represented by timelines manually designed in stand-alone slide decks. To manage their technical complexity, tactics are planned in channel specific spreadsheets painstakingly formatted and updated by hand.
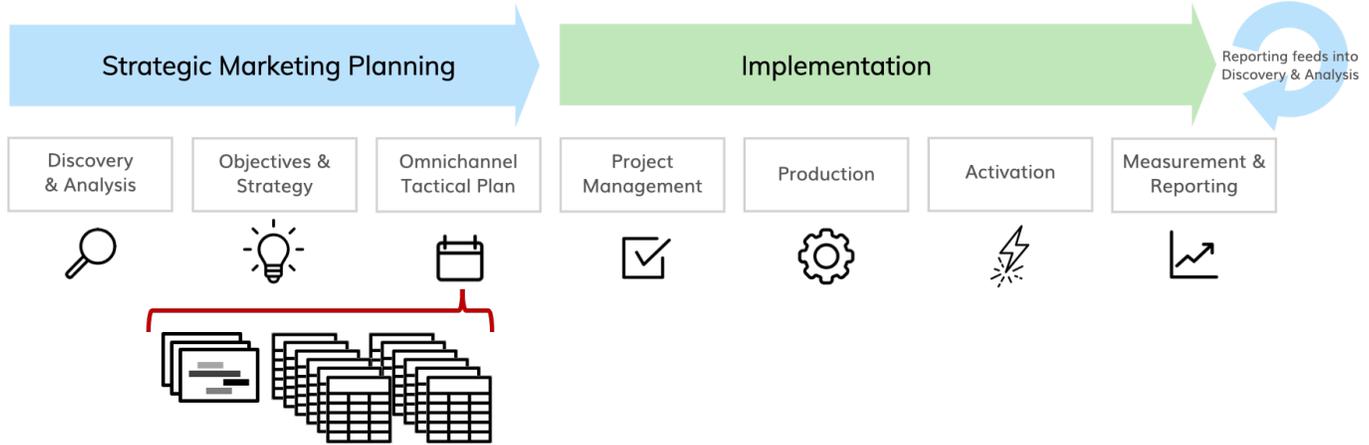

As digital communication channels have multiplied, this practice has become unruly. With tactics siloed by channel there's no unified view of the customer experience, or in other words what's in market when.

- Collaboration between teams, departments, and agency partners is challenging and inefficient.
- Meetings and email are relied on to keep people updated
- With no way to connect tactics to strategy, planning becomes very channel centric

Project Management and Production Applications

When campaigns become more sophisticated and teams grow, markers adopt project management and production tools to better manage workload, workflow, and content development. Work management tools are built for "sausage making" and designed to show to-do lists, tasks, and project assets.
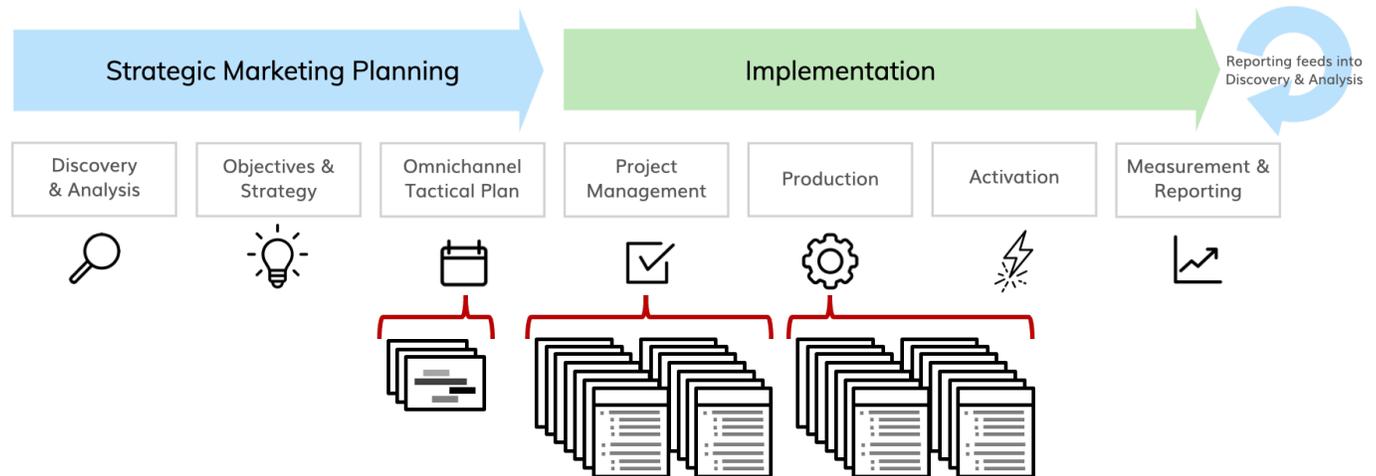
When used for tactical planning there's no way to see the big picture or connect tactics to strategy.
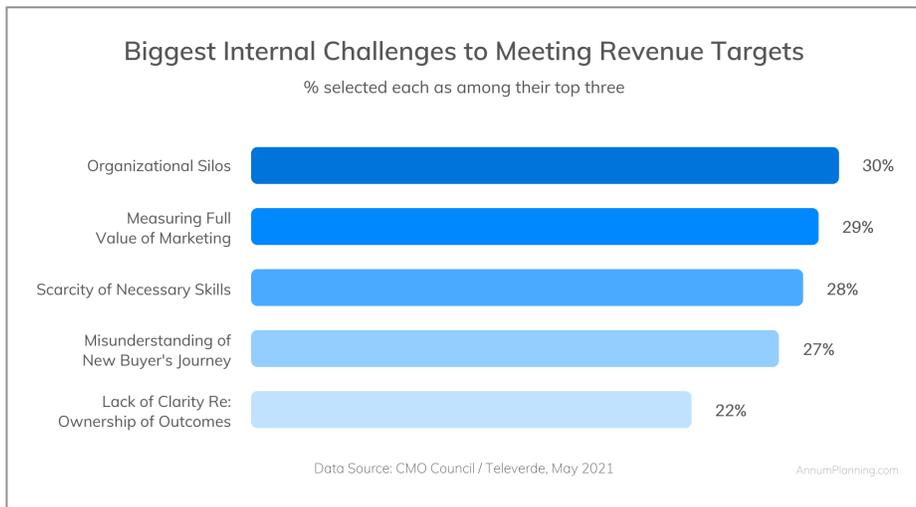
- There's no way to optimize or assess cross-channel coverage of a campaign or target segment
- There's no historical plan of record to reference for performance analysis and campaign optimization
- Teams are task and deadline driven

Siloed Marketing Plans are Holding You Back From Driving More Revenue

When marketing tactics are disconnected from strategy and siloed by channel or project, teams lose control of the customer experience.

Missed Opportunities

Slip Ups

Fractured Experiences

Lost Revenue

Marketing silos have long been a curse of the industry. In fact, in a <u>report from the CMO Council and Televerde</u>, organizational silos are listed as the biggest internal challenge to meeting revenue targets.

Biggest Internal Challenges to Meeting Revenue Targets
% selected each as among their top three

Organizational Silos	30%
Measuring Full Value of Marketing	29%
Scarcity of Necessary Skills	28%
Misunderstanding of New Buyer's Journey	27%
Lack of Clarity Re: Ownership of Outcomes	22%

Data Source: CMO Council / Televerde, May 2021

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Strategic Marketers Need an Integrated Planning Solution

In order to create stronger integrated plans and meet revenue goals, marketers need a planning 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 and tactics 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.

According to <u>recent research by Omnisend</u>, "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, only brands that deliver integrated omnichannel experiences can cut through the content clutter.

On the following page we categorize G2's best marketing calendars and compare the features of those that position themselves as supporting marketing planning.

494%
HIGHER ORDER RATE
earned by 3+ channel vs. single channel campaigns

Categorization of G2's Best Marketing Calendars

At a high-level the marketing calendars reviewed on G2 support three main functions within the marketing process: marketing planning, project management, and content production. We have categorized them by purpose in order to help you hone in on the ones that best support your needs.

Marketing Planning Calendars

Support strategic marketing planning, in other words, determining what needs to happen when in order to meet the marketing and business objectives. They show the duration of campaigns along with the in-market timing of tactics.

Project Management Calendars

Help facilitate the execution of the plan. They are designed for entering tasks, subtasks, assignees, and due dates. They show what needs to be done in order to bring the marketing plan to life.

Content Production Calendars

Help teams create and publish content. They are designed for storing images, entering copy, and creating graphics. They facilitate asset creation, approvals, and content publishing.

	Marketing Planning	Project Management	Content Production
Annum	✓		
Asana		✓	
Beesbusy		✓	
ClickUp		✓	
ContentStudio			✓
CoSchedule Marketing Calendar		✓	
CoSchedule Marketing Suite		✓	✓
CrossCap	✓		✓
Desk-Net			✓
Hive		✓	
Marmind	✓	✓	✓
Monday Marketer	✓	✓	✓
Narrato		✓	✓
Nifty		✓	
Opal	✓		✓
Optimizely			✓
PlanitPDQ		✓	
Planly			✓
PromoPrep	✓		
ProofHub		✓	
Semrush		✓	
Sharefile		✓	
SocialPilot		✓	✓
Spreadsheet.com		✓	
Smartsheet	✓	✓	
Sprinklr		✓	✓
Strive			✓
TeamGantt		✓	
Teamwork.com		✓	
Tenon		✓	
Timeslate Pro (Salesforce app)		✓	
Via		✓	
Wrike		✓	
Zoho Projects		✓	

Most solutions focus on project management and content development, but only a few cater specifically to marketing planning, the area that most significantly influences sales and profitability. Check out the side-by-side comparison of marketing planning calendars on the following page.

Feature Comparison of G2's Best Marketing Calendars That Support Marketing Planning

	Annum	CrossCap	Marmind	Opal	PromoPrep	Monday Marketer	Smartsheet
PURPOSE							
Integrated marketing planning	●						
Campaign planning		●	●	●			
Sales promotion planning					●		
Work management						●	●
OMNICHANNEL VISIBILITY							
All initiatives, campaigns, channels, content, individual online and offline tactics visible in one unified calendar view	●						
TYPES OF VIEWS							
Day view	●		●			●	
Month view	●	●	●	●	●	●	●
Multi-month timeline	●	●	●	●	●	●	●
PLANNING FEATURES							
Ability to see all in market campaigns running above all in market tactics in all views	●						
Filter by campaign to optimize cross-channel coverage	●	●	●	●			
Filter by objective, target audience, and journey phase to optimize cross-channel coverage	●						
Filter by channel, tactic type, and platform	●						
Monthly theme - for cross-channel editorial content planning	●						
Drag and drop changes	●	●	●		●	●	●
Simultaneous budget management	●	●	●				
C-suite presentation ready	●						
CALENDARS OF HOLIDAYS AND SEASONAL INSIGHTS							
Holidays and observances	●		●		●		
Consumer and buyer insights	●						
ENTERPRISE STRUCTURE							
Parent-child connected calendar structure for enterprise wide visibility	●						
IMPLEMENTATION							
Minimal set up - standard marketing channels are default, color-coded	●						
Custom configuration by vendor		●	●	●			
DIY tool configuration					●	●	●
Integrates with 1000+ apps for 2-way syncing with project management and production tools	●						

Access a Google Sheet version of our comparison tables to customize for your needs: G2's Best Marketing Calendar Software Compared

Annum

Out of all the applications listed in G2's best marketing calendar category, only Annum was purpose built to guide strategic integrated planning.

- For strategic integrated marketing planning
- Designed specifically for omnichannel visibility of the tactical marketing plan: all initiatives, campaigns, channels, content, individual online and offline tactics visible in one unified calendar view and filterable by campaign, target audience and more

Annum replaces disconnected spreadsheet operations with a dynamic unified plan

And syncs with project management and production tools to align efforts, and automate workflow
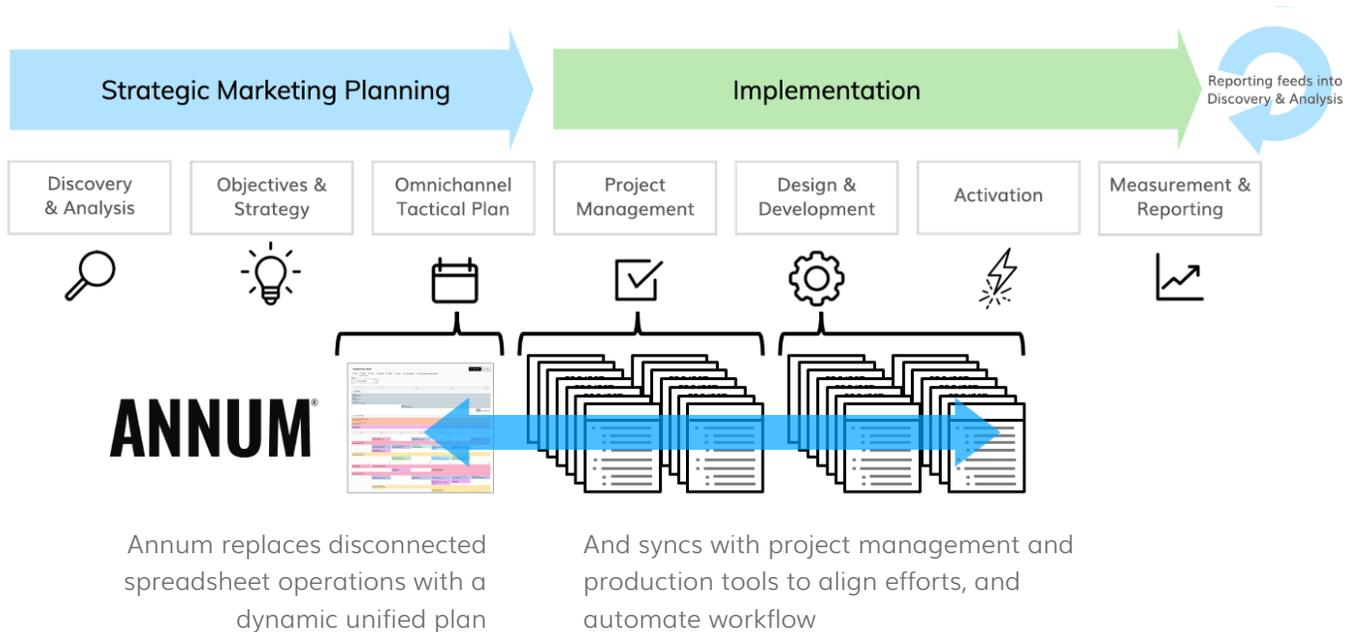
CrossCap, Marmind, and Opal

- For campaign planning and management
- Not designed for omnichannel visibility of the tactical marketing plan: tactics that are part of a campaign can only be viewed by clicking into that campaign

PromoPrep

- For planning and tracking promotions
- Not designed for omnichannel visibility of the tactical marketing plan: channels that are part of a promotion can only be viewed by clicking into that promotion

Monday Marketer and Smartsheet

- For work management
- Not designed for omnichannel visibility of the tactical marketing plan: offer a gallery of templates for boards/spreadsheets including social media, event management, content calendar. Each spreadsheet can be viewed as a calendar, but multiple spreadsheets cannot be combined into one unified calendar view overlayed and filterable by campaign

10 Reasons People Choose
Annum's Integrated Marketing Planning Solution

1. Customer-Centric — unified view of all in-market initiatives, campaigns, content, online/offline tactics

2. Clean Sophisticated Design — C-suite presentation ready

3. Intuitive — standard channels are default, color coded by channel, drag and drop changes

4. Strategic — filter by campaign and target audience to optimize cross-channel coverage

5. Practical – supports simultaneous budget management

6. Holistic – expand into a full corporate calendar to align marketing, product, sales, customer success

7. Single Source of Truth — gets everyone on the same page to streamline communications

8. Historical Plan of Record — so you can learn and adapt

9. Scales for Enterprise — parent-child connected calendar system provides full enterprise visibility

10. Automates Workflow — by syncing with project management and production tools

Annum's dynamic data model and calendar interface are patent pending.

What Our Customers Are Saying

"Having a central gathering point of cross channel tactical activity keeps all stake holders on the same page, provides for greater clarity and consistency, and most importantly, ensures best, repeatable outcomes."

Brian M.
Case Study

"Line of sight across our corporate communications teams was difficult with our previous tool. So much so that team members opted to not use it.

Now, we have an intuitive solution...and understand who is working on what, and when and where we can align on project efforts."

Gabby G.
G2 Review

"We can see what campaigns need to be adjusted so they don't conflict with others and our staff can see that we have clear plans for effectively marketing everything in a timeframe that makes sense for our brand."

Megan R.
G2 Review

ANNUM®

INTEGRATED MARKETING PLANNING

Smash Your Silos and Drive More Revenue

Annum was founded in 2020 to specifically address the planning silos marketers have been struggling with for decades. Annum's omnichannel marketing planning calendar features a patent pending dynamic data model that brings all overarching initiatives, channels, content, and online and offline tactics into one unified calendar view. For enterprise, Annum offers the only parent-child connected calendar system that provides full visibility across the entire organization.

PRIME THERAPEUTICS®   Dispatch   ASPENX   Children's MINNESOTA

DRAKE BANK   RYAN   RED WING SHOES   POLARIS

★★★★★ 5.0 out of 5   ★★★★★ 5.0 out of 5

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