

## The One-Day Marketing Plan template

### 9am to 10am – List all marketing activities

**Exercise:** Write down all your activities on separate post-it notes.

**Tip:** Collect tasks and vaguely described aspirations from presentations and spreadsheets you have lying around. Take into account all campaigns, all collateral... all everything!

**Result:** A complete overview on all marketing activities.

**Example results:** A client found 134 separate activities in total.

### 10am to 11am – Distill your marketing goals

**Exercise:** Take your activities to write down your marketing goals.

**Tip:** Use the [Definition of Success](#). Download our [Goal Canvas](#) and distribute them around the group. The canvases encourage you to think about what goals you are trying to achieve by looking at the tasks you've noted down earlier.

No need to fill out the entire Definition of Success just yet. But at least specify 'I want to...' and 'I aim for...'. Then try to specify 'So I can...' to distill your (provisional) marketing goals.

Pass around the canvases to give everyone involved a chance to improve the goals. It will spark interesting conversations and knowledge sharing!

**Result:** A complete overview on all marketing goals that are made SMART.

**Example results:** A client formulated 81 goals in total.

## 11am to 12pm – Connect goals into a strategy

**Exercise:** Map the goals you just formulated.

**Tip:** Categorize the goals according to a funnel structure. Draw a funnel on a flip over or whiteboard and stick your goals to the funnel category you think they fit best.

**Result:** A tree of goals that add up to the main goal of your marketing plan. Don't worry if can't allocate a portion of the goals.

**Example results:** A client came up with 4 categories: Awareness, Grow, Keep, Internal.

## 12pm to 1 pm – You are getting there...

Reward yourself with a break! Coffee? Anyone?

## 1pm to 2pm – Make your strategy slim fit

**Exercise:** Remove all goals and activities that do not align with the strategy.

**Tip:** To know if goals align with strategy, ask yourself if they drive revenue, either directly or indirectly. If the goal does not drive revenue, get rid of it! If the activity does not drive a goal (indirectly), get rid of it!

**Result:** Your lean & mean strategy on Post-it notes! No more noise and confusion.

**Example results:** A client found that 60% of goals drove revenue (indirectly). 10% was parked. 30% was out!

## 2pm to 4pm – Do a final reality check

**Exercise:** Check if you have the resources to execute the strategy.

**Tip:** Put the goals that survived the cut into the [Boardview.io](https://boardview.io) app. You can now assign goal Impact and the goal Effort required more specifically. You'll discover where your blood, sweat and tears will have the most effect on achieving company goals.

**Result:** All strategic goals (for the next quarter) have an effort estimation. Calculate your resources against the required resources.

**Example results:** A client found they needed some additional budget to meet the company goal.

## 4pm to 5pm – Present to your CEO, confidently

**Exercise:** Dress rehears your strategy presentation and then show the CEO exactly how this year's marketing initiatives contribute to the bottom line.

Look for that subtle smile as he discovers that you do indeed know what you're talking about. Then watch as he pulls out his wallet to assign a generous budget to your marketing goals.

What are you waiting for? Schedule your One Day Marketing Plan Workshop today!