



Program Plan For B2B Marketers

Customizable PowerPoint Template

Overall Marketing Planning

Objectives

GOALS

What am I trying to achieve this month/quarter?

TASKS

Which programs do I need to run to achieve my goals?

RESOURCES

Which resources do I need to accomplish my tasks?

EVALUATION

How can I determine which programs worked?

Strategies

PROVEN METHODS

What has worked in the past? What hasn't worked?

CURRENT METHODS

What is working now? What isn't working now?

NEW METHODS

Which new methods am I going to try?

Marketing Program Planning

Marketing Program Planning

Primary Objective

Tactic

1
Attract

Marketing Strategy

Which programs will I run?

2
Engage

Marketing Strategy

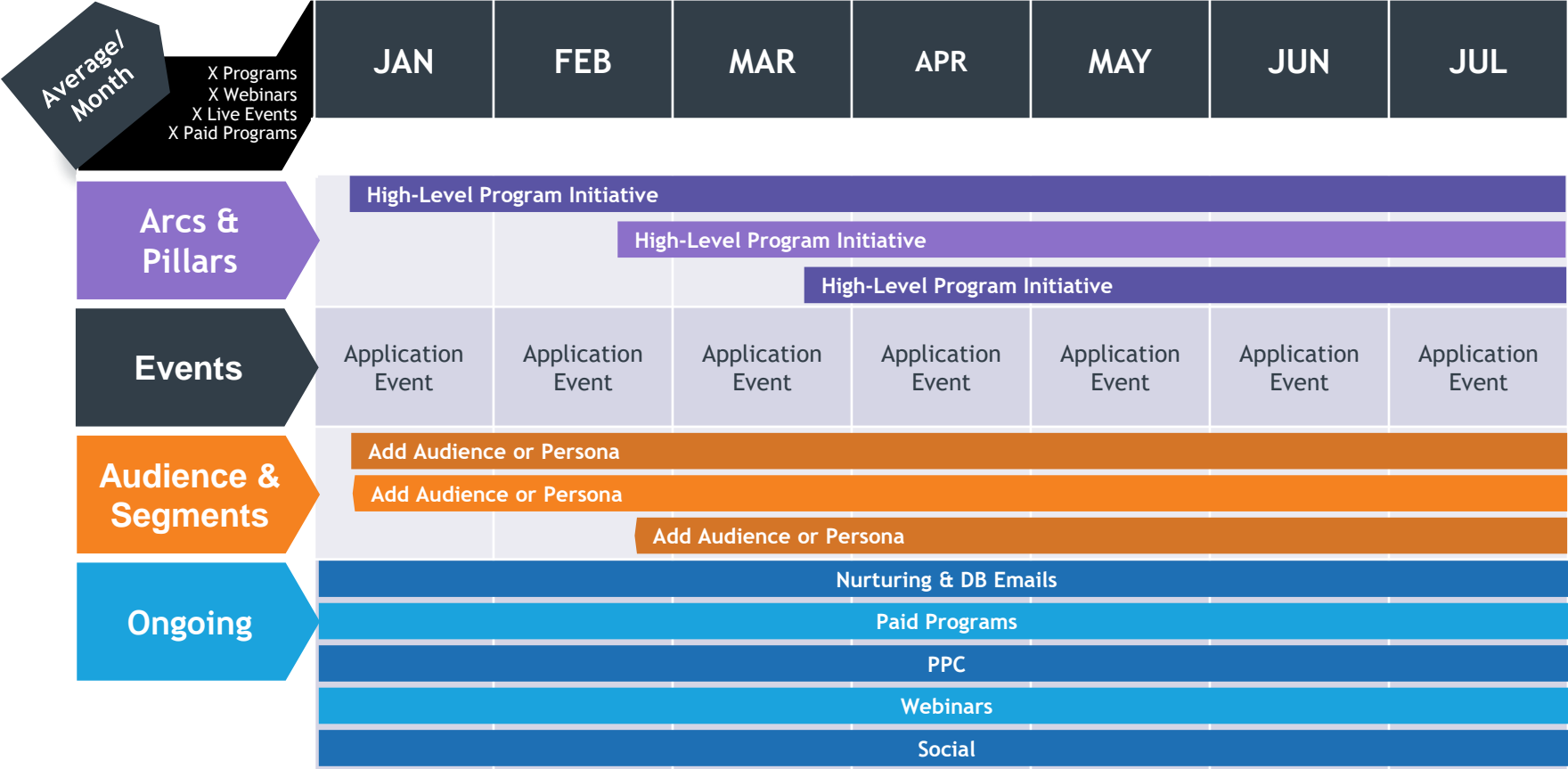
Which programs will I run?

3
Close


Marketing Strategy

Which programs will I run?

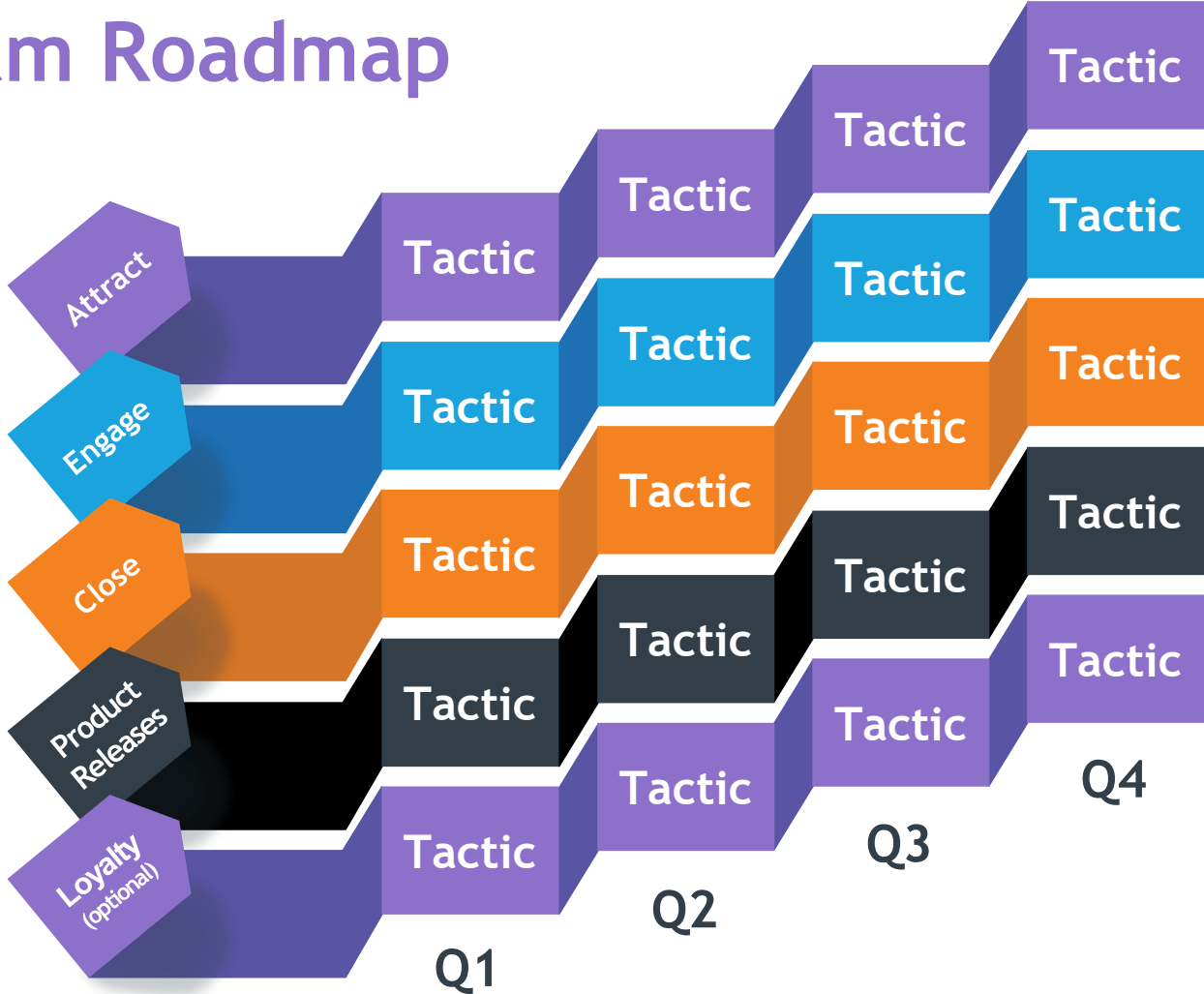
High-Level Program Planning Template



Yearly Program View by Quarter

 Quarter	Q1	Q2	Q3	Q4
Attract	Program 1	Program 1	Program 1	Program 1
	Program 2	Program 2	Program 2	Program 2
Engage	Program 3	Program 3	Program 3	Program 3
	Program 4	Program 4	Program 4	Program 4
Close	Program 5	Program 5	Program 5	Program 5
	Program 6	Program 6	Program 6	Program 6

Program Roadmap



Product Launch Program Plan

Email Tactics

- Email 1
- Email 2
- Email 3



Content

- Ebook
- Cheat Sheet
- Datasheet
- Blog Post
- Product Releases



Events

- Webinar 1
- Webinar 2
- In-Person Event



Lead Generation Tactics

- Social
- PPC Campaign
- Paid Email Campaign
- Direct Mail
- Sales Call-Down
- SEO



Funnel Analysis: Program 1 (Webinar Example)

Where are there opportunities?




Campaign Details

The Marketing-Sales Funnel



Campaign Evaluation

 Programs	Cost	New Names	New Qualified Names	Opportunities	Revenue
Program 1					
Program 2					
Program 3					
Program 4					
Program 5					
Program 6					

- What are the top performing programs that I should do again?
- What are the worst performing programs that I should not do again?

Content Initiative Planning


Content Planning

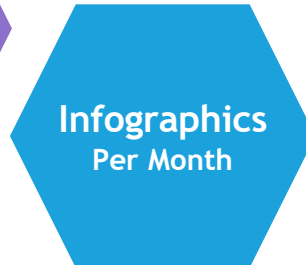
Theme 1	Theme 2	Theme 3	Theme 4
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Ebook	Ebook	Ebook	Ebook
Infographic	Infographic	Infographic	Infographic
Slide Deck	Slide Deck	Slide Deck	Slide Deck
Blog Post	Blog Post	Blog Post	Blog Post




Content Program Drill-Down Per Quarter

 Quarter	Messaging Arc	Product Launches	Trend Related	Partner/ Thought Leader	Educational
Quarter1	Asset 1	Asset 1	Asset 1	Asset 1	Asset 1
Quarter2	Asset 2	Asset 2	Asset 2	Asset 2	Asset 2
Quarter3	Asset 3	Asset 3	Asset 3	Asset 3	Asset 3
Quarter4	Asset 4	Asset 4	Asset 4	Asset 4	Asset 4



Event Planning

Yearly Events Calendar

 Quarter	Event	Date	Activity	Lead Goal	Actual Lead #
Quarter 1	Event A	Date A	Activity A	Goal A	Lead A
Quarter 2	Event B	Date B	Activity B	Goal B	Lead B
Quarter 3	Event C	Date C	Activity C	Goal C	Lead C
Quarter 4	Event D	Date D	Activity D	Goal D	Lead D

Yearly Webinar Calendar

 Quarter	Webinar Name	Date	Speaker	Registration Goal	Actual Registration
Quarter 1	Webinar A	Date A	Speaker A	Goal A	Registration A
Quarter 2	Webinar B	Date B	Speaker B	Goal B	Registration B
Quarter 3	Webinar C	Date C	Speaker C	Goal C	Registration C
Quarter 4	Webinar D	Date D	Speaker D	Goal D	Registration D

The End