

MARKETING-PLANNING

# Free up resources



**The use of professional software offers many benefits when developing a marketing plan. It saves time and money, maximizes transparency, and provides an overview that makes planning overall strategy and individual campaigns easy, as well as measuring their success.**



#### **INITIAL POSITION: CHALLENGE**

Developing a marketing plan today is such a complicated process that it's almost impossible to manage without the appropriate software. You can use Excel sheets to plan, but they quickly become convoluted and prone to error. And this is just the beginning. Marketing planning is a challenge not only when organizing campaigns and budgeting for them but also when monitoring campaigns and measuring their success. What's needed is a solution that reduces costs, enhances clarity, and empowers intelligent assessments that deliver insight.



#### **SOLUTION: OUR PROPOSAL**

Whether those planning, budgeting, managing, or monitoring marketing activities and campaigns, our web-based software simplifies the workflow of everyone on your team. Defined key performance indicators measure the impact of each action, and on-call graphic reports make effectiveness easy to assess and activities easy to compare. Thanks to the elimination of tedious spreadsheet design and upkeep, quality assurance and time savings are two more advantages. And by clicking a button, you can determine the return on marketing investment.



#### **BENEFIT: YOUR ADDED VALUE**

Our web-based software reduces planning, coordination, and reaction times. Its automated data processing allows you to evaluate activities even as they unfold, which translates to a more strategic budget. By lifting the administrative burden, our marketing planning solution releases time and energy, so marketers are freed up to do what they do best – develop new strategies and exciting campaigns.



#### **PROCEDURE: YOUR NEXT STEPS**

If you have a hunch that your marketing could be streamlined to increase efficiency and performance, it's time for a marketing performance check. Set up an appointment with us today to discuss how our marketing performance check will give you a competitive advantage.