

Action plan



Setting marketing goals and analysing results

Is your company's marketing activity contributing to sales targets? Too often, marketing becomes a box-ticking exercise with a company maintaining channels without a clear sense of what impact each are having. Setting marketing goals and learning to track and analyse results makes sure the investment you're making pays off.

- **Effort:** Low
- **Impact:** High

Actions:

Talk to your sales team about what they need from marketing.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Whether it's products sold or conversations started, marketing needs to support your team's goals. Ask salespeople how marketing can help them do their job, particularly, what type and volume of leads they need.

Work out the impact marketing needs to have on your sales funnel.

- **Impact:** High
- **Suggested duration:** 30 days
- **Why this will help:** It's likely you have defined the stages of your sales funnel and how many conversations you need to meet your targets. Understanding how much marketing activity is required to feed the funnel makes sure you can hit your targets.

Set monthly marketing goals and adjust resources accordingly.

- **Impact:** High
- **Suggested duration:** 60 days
- **Why this will help:** Regularly measuring the impact of marketing makes sure you're getting the most out of your investment. Start with a small number of metrics to get a benchmark and identify opportunities to improve.

Action plan



Set up a reporting structure and assign responsibilities.

- **Impact:** Medium
- **Suggested duration:** 60 days
- **Why this will help:** Giving ownership of reporting and analysing marketing to a relevant team member empowers them to improve performance. Reporting to managers and the rest of the business builds accountability.

Research marketing tools or technology that allows your team to better analyse results and draw up a plan for implementation.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Setting goals provides a motivator to continue building and growing your network.

How will I know if my action plan is working?

Way to measure success

Source of sales.

Why this metric?

Marketing needs to contribute to your revenue goals.

How do I start tracking?

Record how new customers found out about your company. The information can be collected automatically when customers are inputting their details or by salespeople.