



Framework for Marketing Success

Managing Performance is Critical to Success

The framework for marketing success has five stages, each with objectives and steps:



1. Assess the Market (Insights)

- Objective: Examine the market situation to identify relevant market opportunities and issues
- Steps:
 - Analyze trends and influences
 - Assess the business situation using the 5 Cs
 - (Value) chain analysis
 - Category (market/industry) analysis
 - Customer analysis
 - Competitive analysis
 - Company (internal) analysis
 - Compile and prioritize key issues, opportunities, and "I wish I knews"

2. Segment, Target, and Position (Strategy)

- Objective: Determine what value to deliver to groups of customers with common needs to build a sustainable and competitive advantage
- Steps:

- Segment
- Target
- Develop the value proposition
- Position (branding)
- Create marketing strategy

3. Set Goals and Develop the Marketing Plan (Plan)

- Objective: Translate strategic objectives into marketing goals and develop the 4 P marketing strategy
- Steps:
 - Set goals for the annual plan
 - Identify key initiatives for the coming year
 - Develop the 4 P tactics
 - Draft and align the annual marketing plan

4. Execute the Marketing Plan (Execution)

- Objective: Implement marketing activities, support sales, and link to other functions
- Steps:
 - Implement marketing activities
 - Channel management
 - Market communications execution
 - Support sales
 - Price/volume execution
 - Sales policies
 - Link to other functions
 - Operations execution
 - Service execution

5. Manage Performance (Management)

- Objective: Measure performance and track progress of the strategy and plan
- Steps:
 - Audit and act on voice of the customer
 - Audit and act on market dynamics
 - Audit and act on customer satisfaction
 - Audit and act on market share
 - Manage market strategy vs. metrics

We at Breakthrough Marketing Technology can help you install and generate advantage utilizing this framework effectively and efficiently. We are with you in the development through successful execution and as you need us both in early formation and in ongoing efforts through success. We are cost effective, because we only focus on those elements that need our contribution as managed by your team.