MARKETING CALENDAR

Global Integrated Marketing Calendar

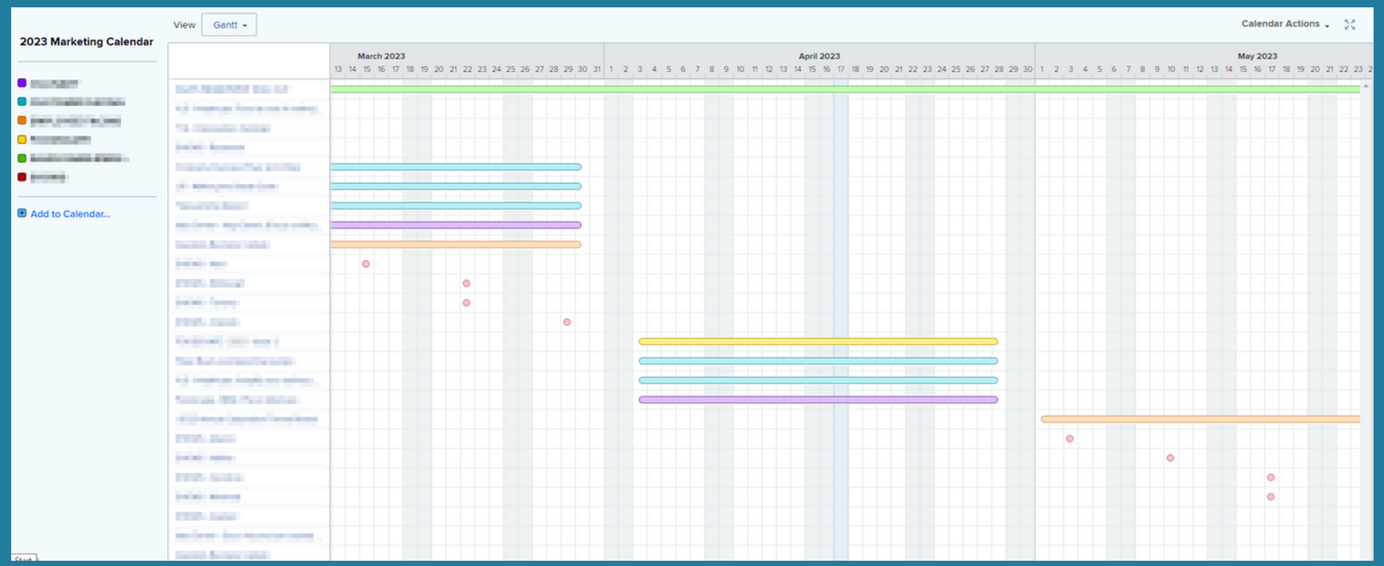
By Jackie Kirchner

This is a replica of the original deck with confidential company information and branding redacted

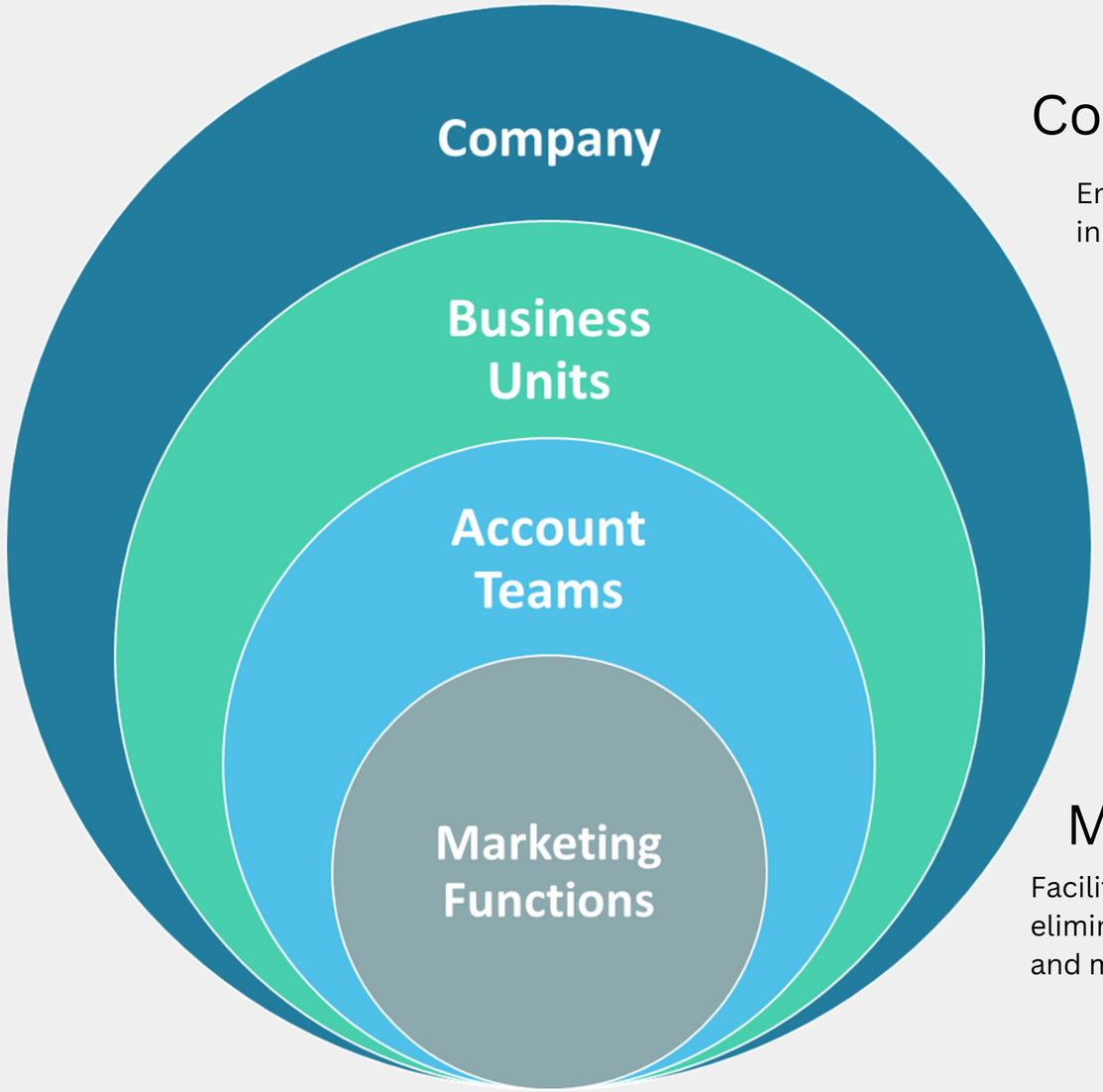
INTRODUCING THE MARKETING CALENDAR

The Marketing Calendar is a visual representation of the go-to-market activities our Global Marketing team plans to accomplish across a set amount of time. It also includes prominent or influential external activities and world happenings. It serves as a strategic guide, highlighting opportunities for alignment, coordination and cross-functional collaboration.

- Provides visibility into marketing activities and timelines for stakeholders
- Enables more uniform analysis of activities and feedback for planning cycles
- Helps to identify scheduling conflicts and resource constraints in advance



VISIBILITY INTO MARKETING ACTIVITIES HAS A COMPANY-WIDE IMPACT



Company-wide **SYNERGY**

Enables effective collaboration and ensures we deliver cohesive and unified initiatives to the market, unlocking the force multiplier of organizational synergy

Business Strategy **ALIGNMENT**

Ensures alignment between marketing activities and business outcomes; holds stakeholders accountable and drives organized execution.Encourages the business to look to marketing for direction

Sales Play **ORCHESTRATION**

Improves ABM campaigns through economies of scale; help win more large deals!

Marketing **COORDINATION**

Facilitates cross-functional alignment and prioritization efforts, enables proactive planning, eliminates redundancies and identifies gaps in go-to-market plans. Enables operational efficiency and maturity

CALENDAR INPUTS ARE STRATEGIC IN NATURE

CALENDAR INPUTS	EXAMPLES
Campaigns/Programs	• Brand Campaign • Thought Leadership Research Programs • Field Marketing (Demand Gen, ABM, Deal Support)
Sponsorship Activations	• Brand Sponsorships • Industry Sponsorships
Events/Tradeshows	• Strategic Events (Davos) • Owned Events (Annual Conference) • Partner Events (Microsoft Ignite, AWS Reinvent) • Industry Events (HIMMS, NRF)
Analyst Relations	• Analyst Reports & Ratings • Summits
Product/Offering Launches	• Industry Offerings • Platform Products
Relevant External Happenings	• World Economic Forum • World Events • Legislation

**Internal initiatives and External Comms/PR coming soon*

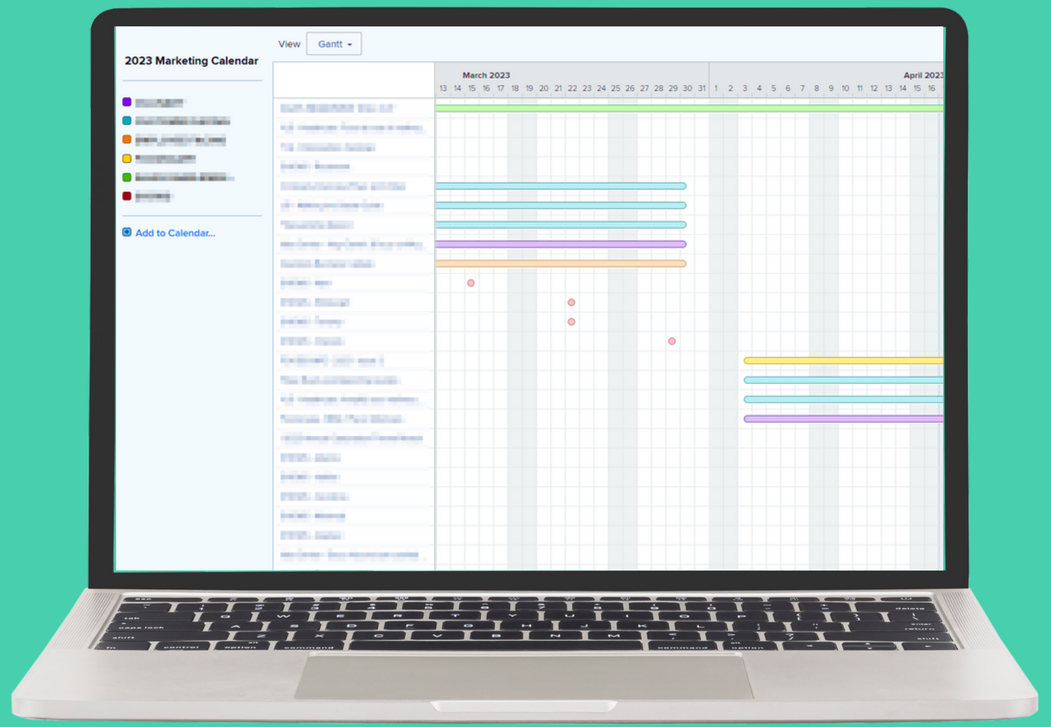
CALENDAR GOVERNANCE (DASHBOARD)

- Global Planning Lead organizes planning sessions with marketing plan leads, leadership and stakeholders. Provides oversight to calendar onboarding and adoption initiatives. Socializes calendar and obtains feedback to drive calendar maturity.
- Calendar Admin adds/edits marketing calendar (master) and ensures calendar hygiene. Gathers insights from calendar inputs and makes recommendations to better unify plans. Prepares 'Marketing Calendar' maturity model and requirements for tech-enabled calendar (future state).
- Marketing Plan Leads provides activity details during designated marketing planning sessions or other means as identified after first weekly session. Ensures their activities are aligned with overall business goals, and socializes plans with necessary stakeholders.

Action	Owner	Frequency
Facilitates 'Marketing Calendar' planning meetings	Global Planning Lead	Weekly through end of Q1, then re-evaluate cadence
Provides activity details during planning meetings or offline via email	Marketing Plan Leads or designated team member	Weekly...
Adds/edits activities in 'Marketing Calendar' excel master, uploads to SharePoint; maintains calendar hygiene	Calendar Admin	Weekly...

CALENDAR DEMO

- Access the calendar
- Use the filters
- View the data
- Leave feedback



LET'S GET STARTED!

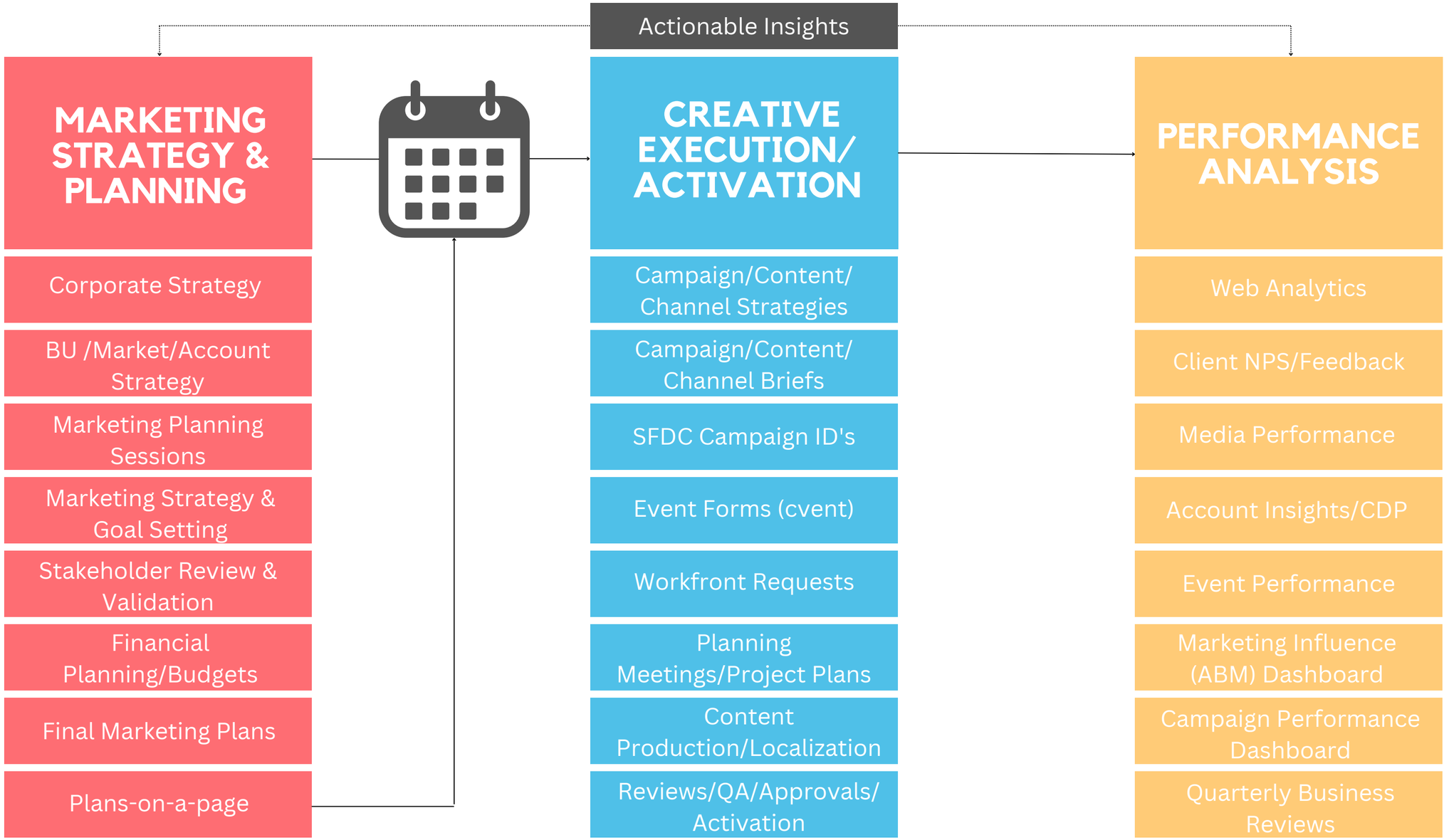
- Take the calendar for a test drive. Familiarize, and provide feedback
- Accept recurring planning meeting series to maintain calendar activities
- Use the marketing calendar to drive strategic conversations with your stakeholders

CALENDAR VISION

Connecting Strategy to Execution

WHERE DOES THE CALENDAR SIT? (CURRENT STATE)

The Marketing Calendar sits between the marketing strategy & planning phase and execution phase. Only approved activities are added to the calendar.



OPERATIONALIZING THE CALENDAR (FUTURE VISION)

The Marketing Calendar is implemented in Workfront Maestro, where each activity has its own record that contains Strategy Briefs, Campaign ID's, Links, and MetaData. These records are mapped to a standardized taxonomy. Related Workfront projects roll-up to each activity, minimizing the need for duplicated forms and streamlining timelines for content product and channel activation.

Actionable Insights

MARKETING STRATEGY & PLANNING

- Corporate Strategy
- BU /Market/Account Strategy
- Marketing Planning Sessions
- Marketing Strategy & Goal Setting
- Stakeholder Review & Validation
- Financial Planning/Budgets
- Final Marketing Plans
- Plans-on-a-page

Workfront Maestro

Relate WF projects and roll-up timelines

Custom fields, standardized taxonomy

Calendar transforms into an activity-level record with robust multi-select calendar views

CREATIVE EXECUTION/ ACTIVATION

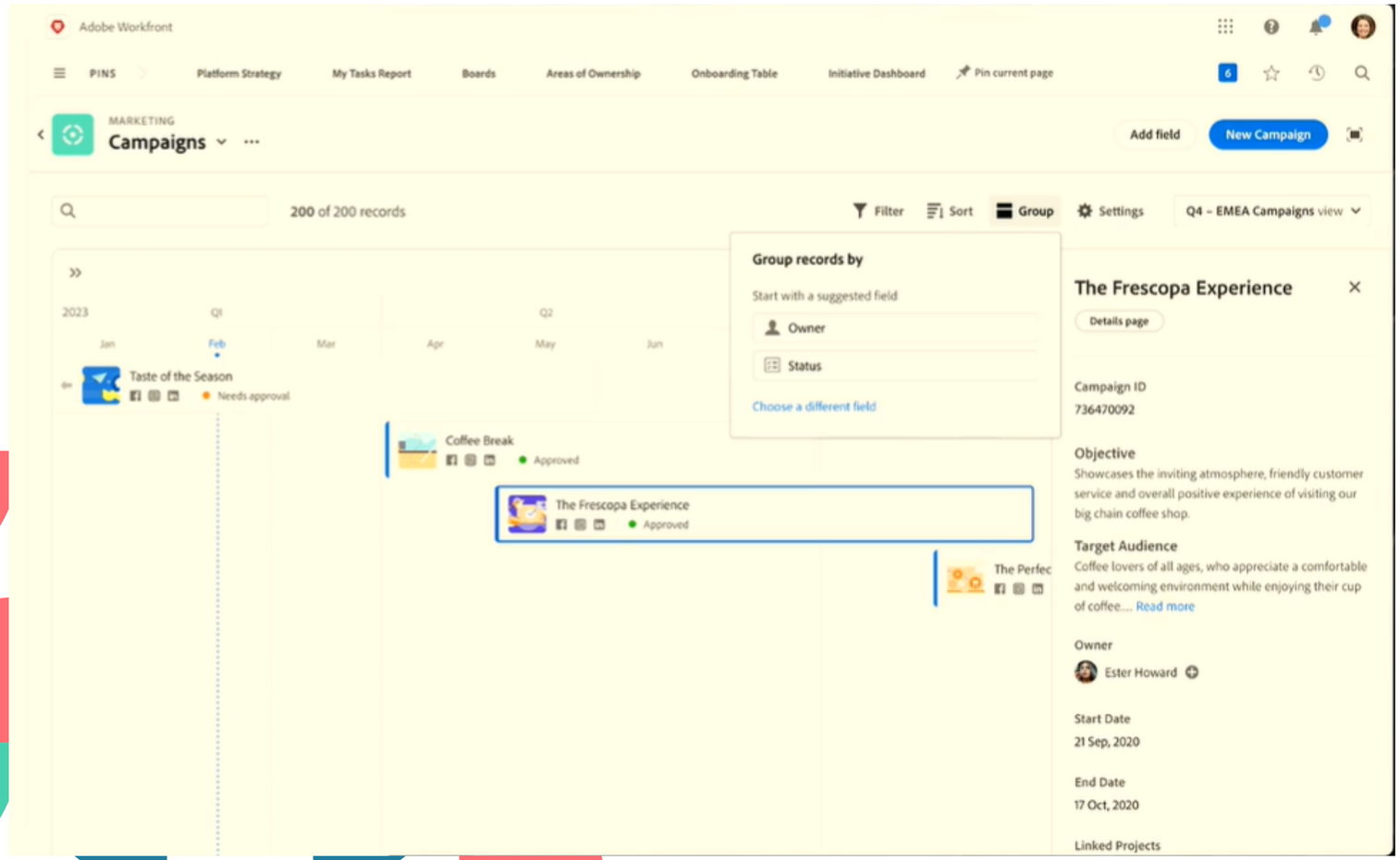
- Campaign/Content/ Channel Strategies
- Campaign/Content/ Channel Briefs
- SFDC Campaign ID's
- Event Forms (cvent)
- Workfront Requests
- Planning Meetings/Project Plans
- Content Production/Localization
- Reviews/QA/Approvals/ Channel/Activation

PERFORMANCE ANALYSIS

- Web Analytics
- Client NPS/Feedback
- Media Performance
- Account Insights/CDP
- Event Performance
- Marketing Influence (ABM) Dashboard
- Campaign Performance Dashboard
- Quarterly Business Reviews

MARKETING CALENDAR (FUTURE VISION)

WORKFRONT MAESTRO
STREAMLINING STRATEGY & PLANNING TO EXECUTION



- **Central activity workspace**: roll-up campaign and content briefs, custom fields and ID's to a central location
- **Reduce duplicative work**: eliminate multiple form completions and link related projects, streamlining project timelines and deliverables
- **Reduce redundant calendars**: create and save calendar views configured specifically to you/your team & stakeholders. Filter, sort, group on custom fields

CALENDAR INPUTS (SCOPE CURRENT/FUTURE)

Category	Type	Current - Excel	Future - Maestro
Marketing Activities	Brand (Campaigns)	X	
	Sponsorship (Activations)	X	
	Thought Leadership Research (Programs)	X	
	Field Marketing (Programs)	X	
	Consulting (Programs	X	
	Events/Tradeshows	X	
	Product/Offering (Launches)	X	
	Analyst Relations (Ratings, Reports & Summits)	X	
	World Events/Legislation	X	
Content	Market & Client Intelligence		X
	Analyst Reports (commissioned)		X
	Thought Leadership (blogs)		X
	Case Studies		X
	Partner Content		X
	Sales Playbooks		X
	PR/Awards		X
	Content (other)		X
Channel Activation	Paid Media/Programmatic		X
	Email, eNewsletters, Webinars		X
	Social Media (Organic)		X
	Activation (other)		X

CONNECTING WORK

ONE ACTIVITY

AT A TIME

THANK YOU