

Why every marketing function needs a vision for the future?

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What is Vision for Marketing Function?

*Vision is one of your main management tools to work
“on marketing” not just “in marketing”*

Vision needs to answer the questions:
“Where are we heading as an function?”

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“Where I am taking you as a leader?”

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“Where I am taking you as a leader?”

“Why should you care?”

Vision vs
Marketing Strategy vs
Marketing Plan

Marketing Vision in relation to Marketing Strategy

Corporate Strategy

Marketing Strategy

Who we want to influence (Targets) - Why should anyone care (Message) - Why we exist (Marketing Strategic Goal)

Marketing Bold Vision And A Five-Year Picture

BOLD VISION

Marketing Vision in relation to Marketing Plans

Corporate Strategy

Marketing Strategy

Who we want to influence (Targets) - Why should anyone care (Message) - Why we exist (Marketing Strategic Goal)

BOLD VISION

Marketing Bold Vision And A Five-Year Picture

3-year-picture

Marketing Plans for the Year

How to create clear vision for your marketing function?

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Always on informed **decision** - no right or wrong

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Consider the role change - if needed?

Marketing Role - Four Different Situations in Organisations

Painter

—
The views on the role of marketing are similar but not entirely shared between marketing management and the rest of the organisation.

Builder

—
There are significant differences in perceptions of the role and capability of marketing between marketing management and the rest of the organisation.

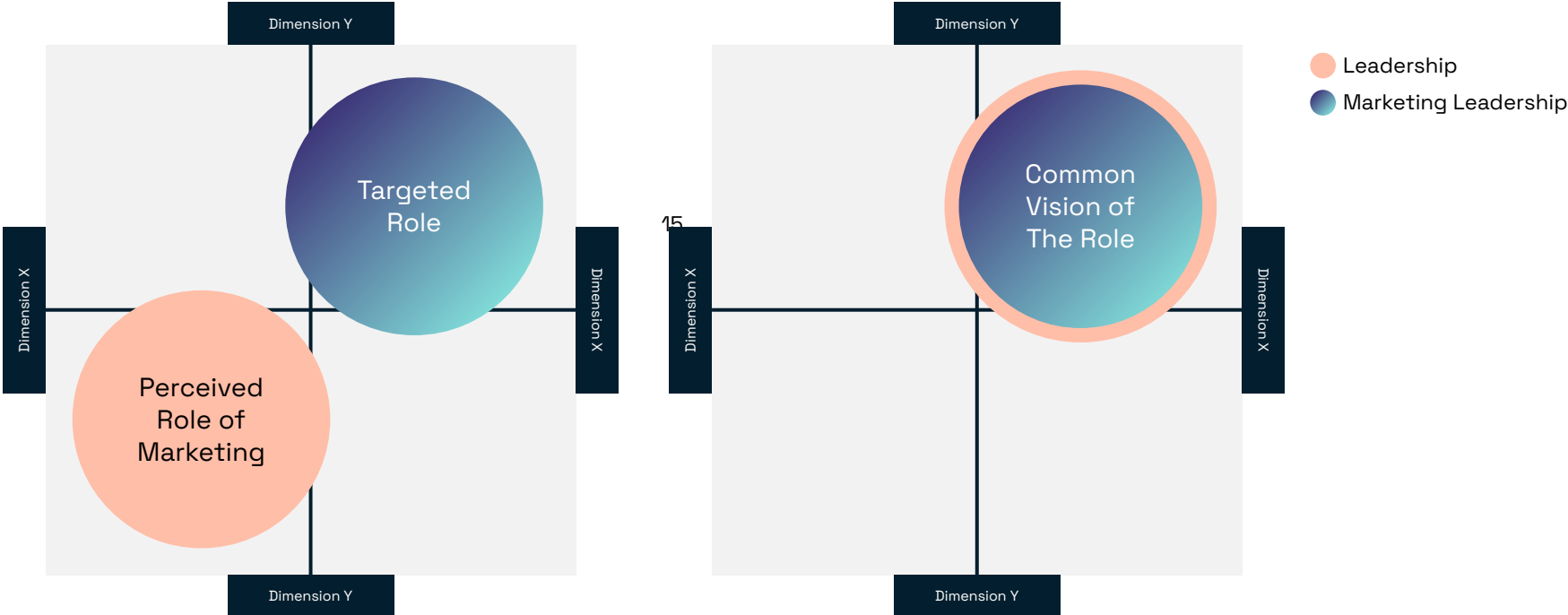
Drifter

—
The role of marketing is not clear to marketing management, nor to the rest of the organisation.

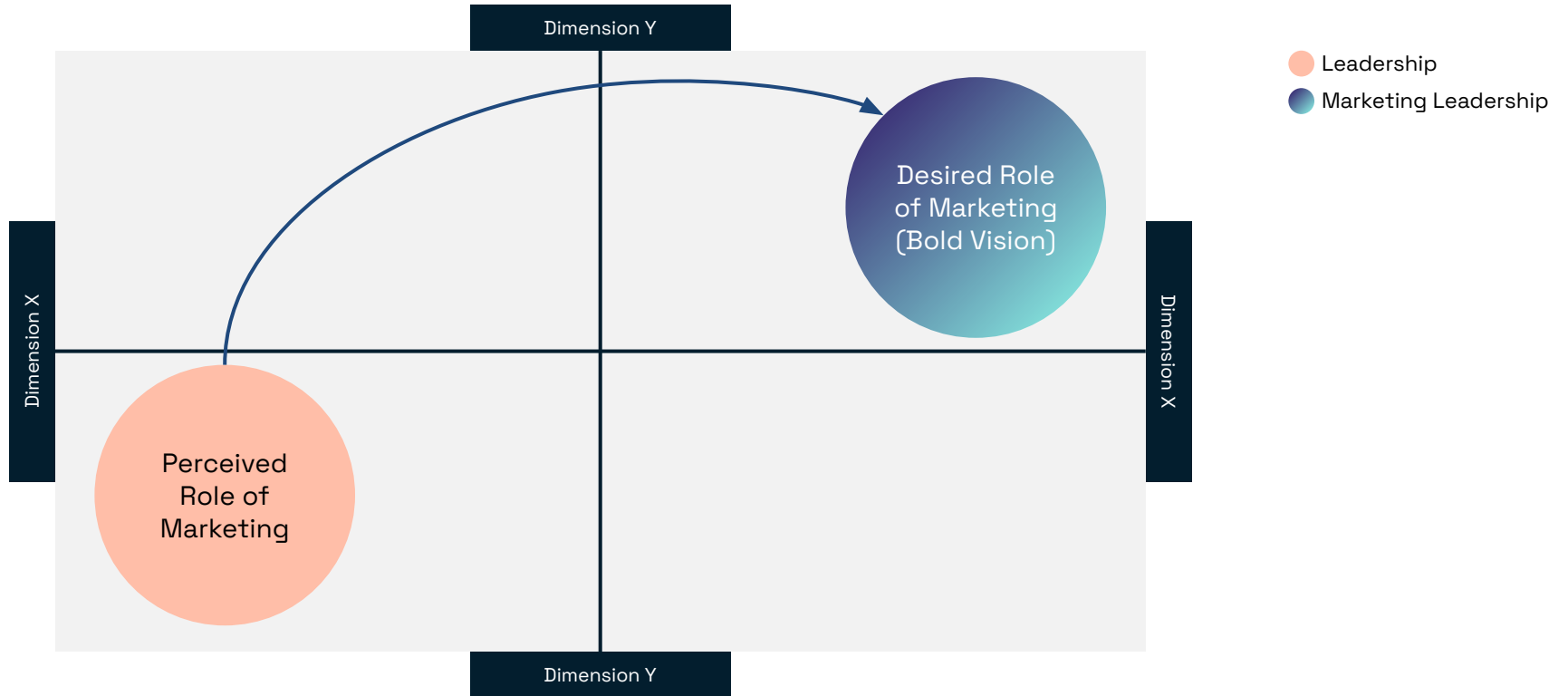
Dragger

—
The role of marketing is clear to the management team and the rest of the organisation, but not to marketing management.

Builder – Building the role of marketing



The need to change perceptions



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Set aside 2-4 workshops with your marketing management team or whole team

Session 1. Bold Vision – A 5-year vision for the marketing function

Marketing Function Business Plan fundamentals

Why does your marketing organization exist?

What is its purpose, passion, or cause? - Strategic Goal

What is your marketing function's specialty?

What thing do you do better than other departments in our company?
What thing do you do better than other marketing teams?

What is the ultimate impact you want to have in your organization? (see Value levers)

What is your 5-year target?

Where do you want your marketing function to be after 5 years? We are capable of... / We have the capability to...

What is the motivating journey and destination you don't want to miss?

What does success look like for you in 5 years? Think about your answer from a personal point of view.

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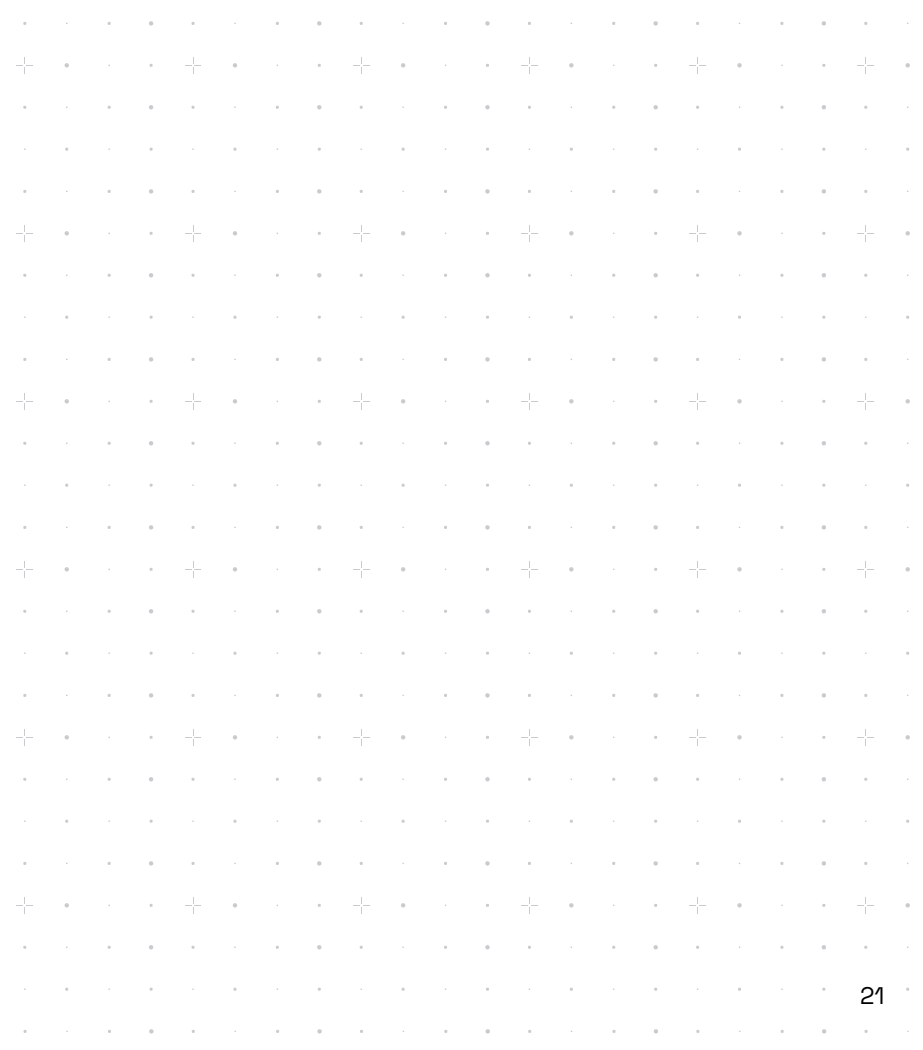
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Decision making tool - Prioritization



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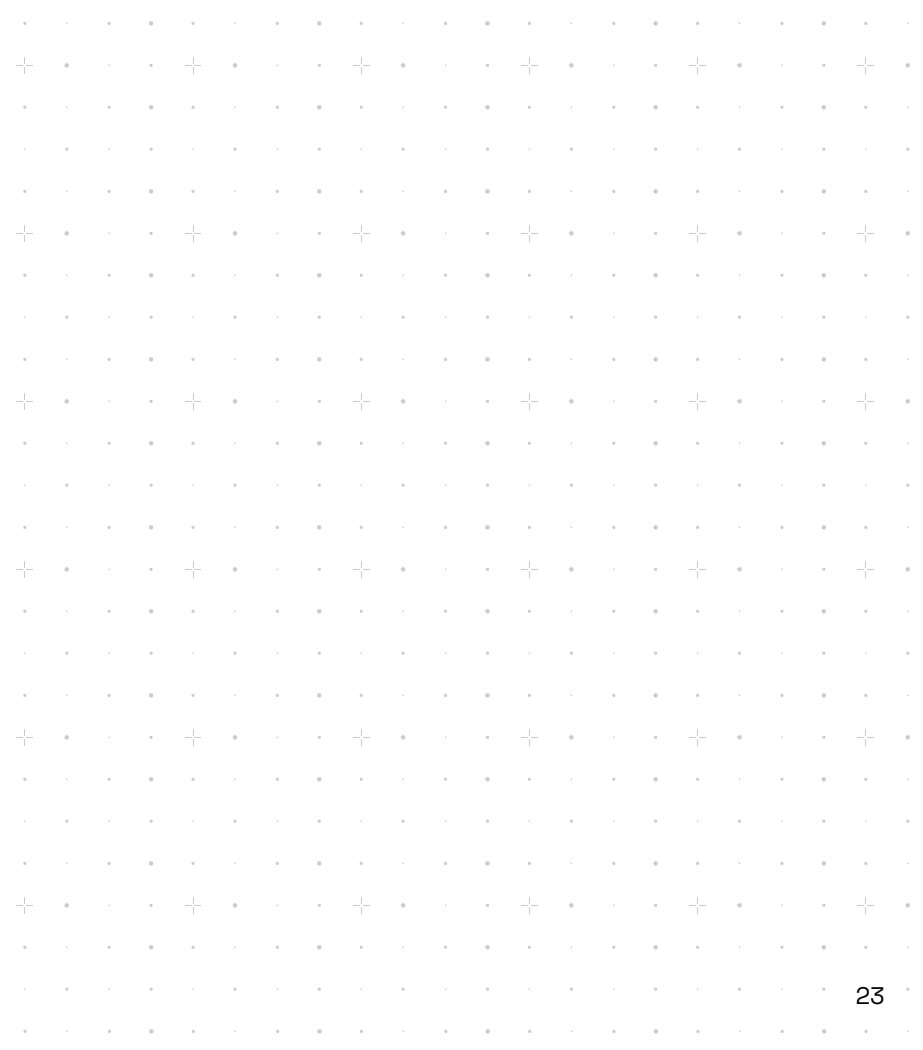
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We broaden our sandbox - more opportunities to add corporate value



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Value communication and marketing role to non-marketing executives

Important lessons-learned when building your vision

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Repeat, repeat and repeat

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Get more specific as you go - From Map Grid to GPS coordinates

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