

Using the Marketing Roadmap Planner

The Marketing Roadmap Planner is a simple, effective tool for mapping out marketing activities and events for the year, for a product launch or for a specific campaign.

How to use it

1. Print the Roadmap (formatted 12x18" PDF).
2. List time specific events such as trade shows, product launches and significant company initiatives on post-it notes, and place them on the events row in the month they occur. Or simply write them on the Roadmap.
3. Define pre- and post-marketing activities in support of each event, including email campaigns, website landing pages, PR and social media promotion. Write or post each supporting activity in the appropriate row and month.
4. Determine effort, timing and responsibilities of team members to execute marketing activities.
5. Look for opportunities to leverage an activity in new ways.

Example: Win an award – what does this mean?

- Press release
- Direct mail thanking customers for their support.
- LinkedIn announcement
- Award/certification on website and LinkedIn company page
- Blog post on a winning culture
- Article in industry trade publication

Uses for the Roadmap

- Product development and launch
- Content planning for inbound marketing
- Rolling out a rebranding
- Coordinating internal communications during a reorganization
- Creating new sales channels

The Marketing Roadmap in use

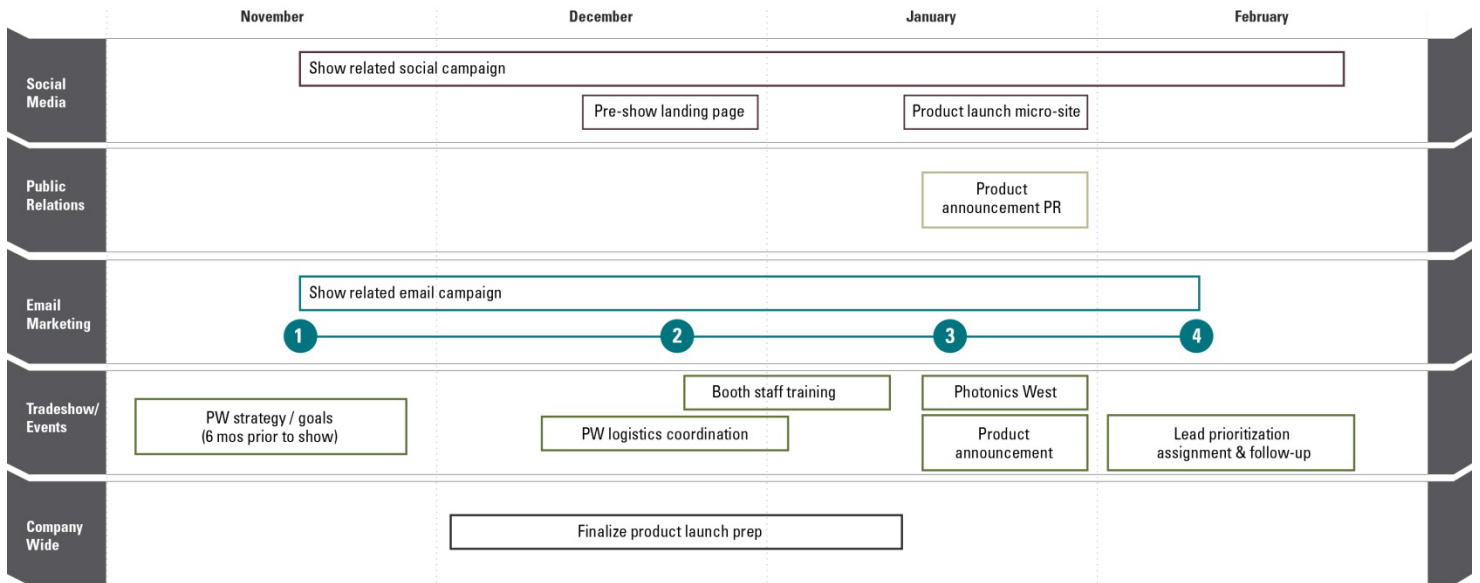
Best practices for creating and using your marketing roadmap:

- Expect it to change
- Adjust specific activities based on measured successes
- Keep it visible – digital is great but posters demand attention
- Tie it into your toolset – add to calendars, meeting agendas, etc.

Advanced Manufacturer Example

The following Roadmap example shows the connected parts of an integrated marketing campaign for an advanced manufacturing company. It focuses on a major trade show that occurs in January. This example includes a product launch and announcement at the show.

Marketing Roadmap Planner



Launch Team Inc | 19 Prince St.
Rochester, NY 14607 | 585.256.1640

launchsolutions.com

Marketing Roadmap Planner

January

February

March

April

May

June

July

August

September

October

November

December

Web

Web

Public Relations

Public Relations

Content

Content

Tradeshow/
Events

Tradeshow/
Events

Advertising

Advertising

Email Marketing

Email Marketing

Social Media

Social Media

Innovation

Innovation