



## Marketing Planning Tool

# FREE UP RESOURCES AND CREATE TRANSPARENCY

Marketing planning is becoming increasingly complex. It comprises areas ranging from planning and budgeting campaigns to monitoring and measuring the success of each action you take. The time for planning with Excel sheets is definitely over. The susceptibility to errors is too high and the effort too great. With a marketing planning tool, these complex processes can be effortlessly coordinated, implemented, and monitored.

Here are just a few of the benefits a marketing planning tool delivers:

### Marketing calendar

With a calendar view, you can plan both campaigns and budgets – and monitor the results. The level of detail is customizable, and with just one click you can switch between calendar and budget view.



### Monitoring and performance measurement

Monitor campaigns in real time and measure their direct impact using predefined KPIs. All resulting reports are presented graphically and clearly for full transparency at a glance.



### Budget management and allocation

Within the marketing planning tool, all budget information – including planned, current, and remaining budgets – is centrally managed and clearly presented. And, because the planning tool measures the success of all actions, you can use your budgets flexibly and more and more purposefully.



### Project and workflow management

Through clearly defined workflows and simple prioritization, you make processes and project management more efficient, while simultaneously, seamlessly facilitating cooperation with external partners.

## ADDED VALUE:

- Shorter planning, coordination, and response times
- Targeted, efficient resource and budget allocation
- Reduced susceptibility to errors thanks to overview and quality-assured workflows
- Maximum transparency on all measures and their effects