



How to build a marketing plan 101

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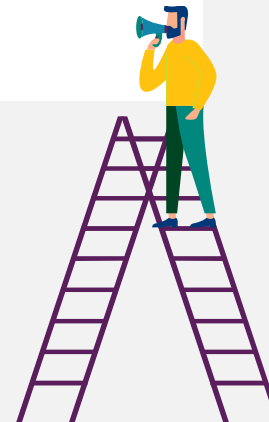
Lauren Mack – Cloud Channel Account Specialist



**Do you really need a
marketing plan?**
YES!!!

A marketing plan supports your business plan

- ✓ It will describe strategies and tactics for the next year
- ✓ Provides guidance to accomplish sales and overall business goals
- ✓ Should help generate high quality leads
- ✓ Partners with marketing plans are more successful



Before you start...

Understand your target market

Who are you trying attract as a customer?

Define your unique selling propositions

- ✓ Why should they work with you?
- ✓ What can you offer them that other companies can't?

Think about what you want to communicate

- ✓ Tell your company story
- ✓ What business challenges can you solve for them?



Agenda for the Plan

- ✓ Goals
- ✓ Sales forecast
- ✓ Budget
- ✓ Marketing Tactics
- ✓ Editorial Calendar
- ✓ Executive Summary



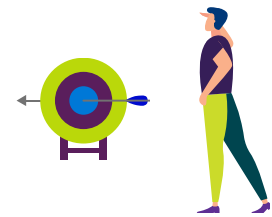
Goals and Objectives

What are the results you want to achieve?

They should be clear, specific and measurable

Examples of strong goals:

- ✓ Marketing will increase sales 20% by the end of the year
- ✓ In 6 months we will revamp our marketing materials so they have a consistent look and feel
- ✓ Cloud based solutions and services will represent 35% of our revenue mix



Sales Forecast

Consult with the sales team

Don't just set numbers and forget about them, do periodic business reviews

Reality check

- ✓ Are these valid numbers and goals?
- ✓ Do they make sense for your business?

Start with a previous forecast

Learn from actual results vs. plan



Set A Marketing Budget

Do you know the marketing tactics you will be using?

Associate costs with each tactic

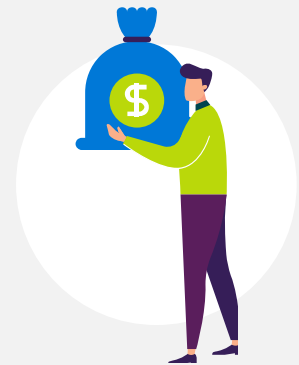
If you're not sure which tactics you will be using

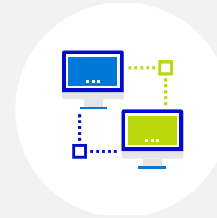
Use a percentage of revenue

How much should you spend?

5% of revenues to maintain your current status

10% of revenues to grow your business and gain market share





How are you going to “pull” in prospects?

Inbound Marketing Tactics

Used to attract prospective clients

Blogs	Social Media	Podcasts	Banner Ads
Digital case studies	Infographics and videos	Content syndication	Search engine optimization
Any other methods used to attract prospects and clients to you			



Outbound Marketing Tactics

What are you going to “push” out to prospects and clients?

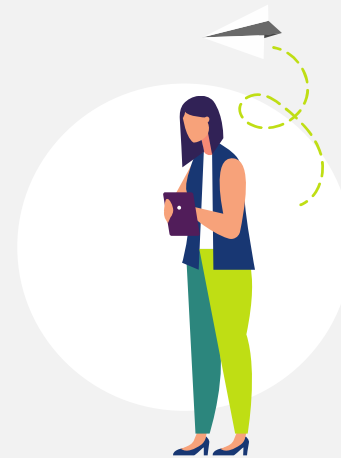
Email	Direct mail	Telemarketing	Cold-calling
Print ads	Radio and tv advertising	Tradeshows and events	Newsletters
Any other methods of pushing out messaging and content to prospects and your current client base			

Create an Editorial Calendar

Detailed schedule of marketing activities

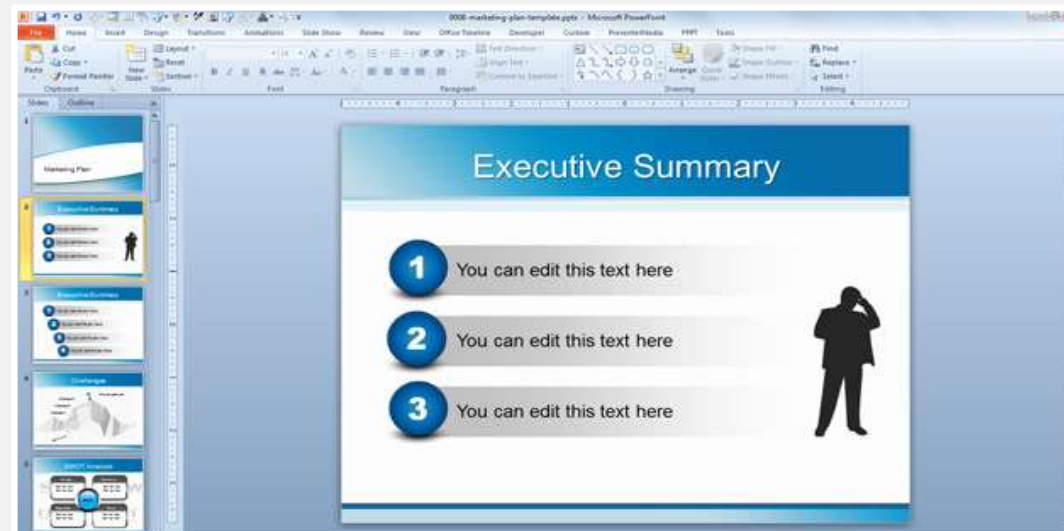
Describes when to develop, write and execute

Helps keep everyone on the same page



The first part of the written plan is actually written last
Describes the key elements of the plan at a high level

Executive Summary



Quick Review

Now that you've learned about marketing – you need a plan

What are your goals?

What is your sales revenue plan?

Set your marketing budget to accomplish your sales plan

Determine your marketing tactics

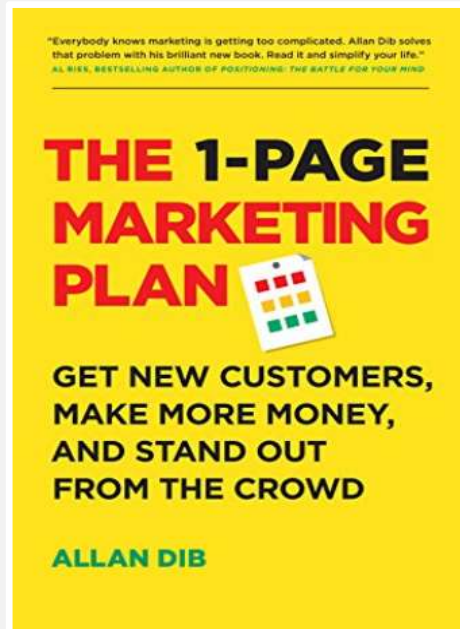
Create an editorial calendar

Write an executive summary



Additional Resources:

The 1-Page Marketing Plan



My 1-Page Marketing Plan			
Before (Prospect)	 <p>1. My Target Market</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	 <p>2. My Message To My Target Market</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	 <p>3. The Media I Will Use To Reach My Target Market</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
	 <p>4. My Lead Capture System</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	 <p>5. My Lead Nurturing System</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	 <p>6. My Sales Conversion Strategy</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
	 <p>7. How I Deliver A World Class Experience</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	 <p>8. How I Increase Customer Lifetime Value</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	 <p>9. How I Orchestrate And Stimulate Referrals</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
After (Customer)			

End of support is coming for SQL Server and Windows Server 2008 and 2008 R2. Azure is the most cost-effective and preferred cloud for Microsoft workloads.



What does end of security updates mean for you?



No security Updates

There will be no access to critical security updates, opening the potential for business interruptions



Compliance concerns

As support ends, organizations may fail to meet to meet compliance standards and industry regulations



Missed innovation opportunities

Leaders that embrace digital transformation outperform the competition

DID YOU KNOW?

Optimizing costs is overwhelmingly a prime cloud adoption motivator, but the difficulty of estimating those costs is the **number one barrier to cloud adoption.**

Ingram Micro can help Partners bridge the gap between Microsoft Azure pricing to help SMBS estimate costs—and through the process demonstrate how cloud can optimize them.

Why Azure?

Rehost applications

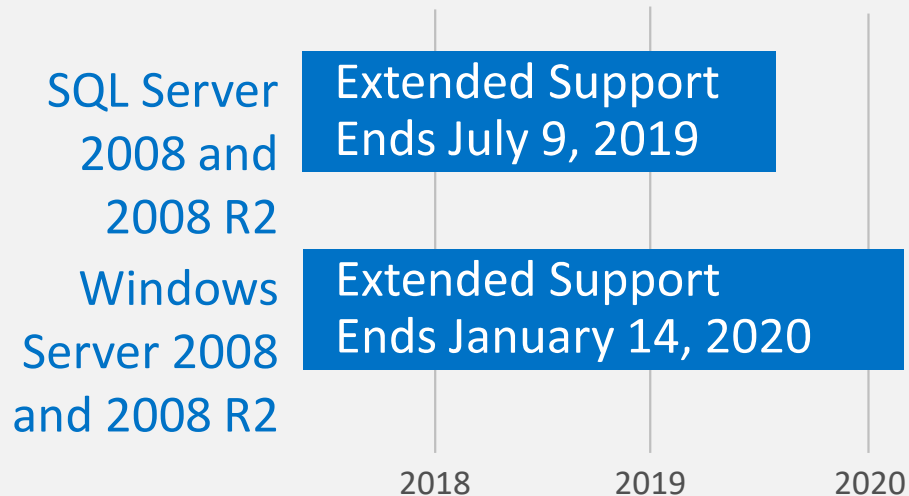
Move your SQL Server and Windows Server 2008 and 2008 R2 workloads to Azure Virtual Machines with no application code changes—and get 3 more years of security updates free. Upgrade when ready.

Rehost and protect data

Move data to Azure SQL Database Managed Instance (version free, fully managed, no patching needed). Never face end of support again.

Extended Security Updates are free in Azure

Get ready now to beat EOS deadlines



Find lifecycle support deadlines at: support.microsoft.com/lifecycle

Avoid business risk

End of support means:



No security updates

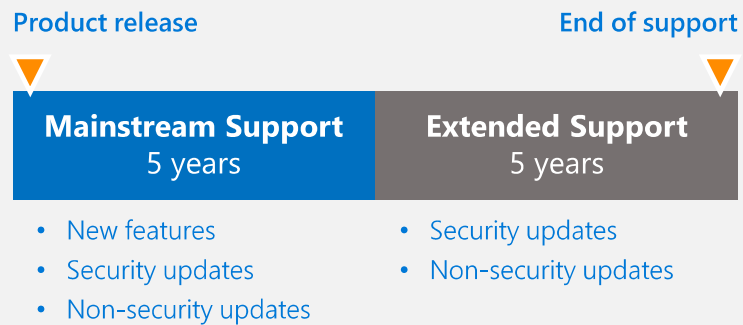


Compliance concerns

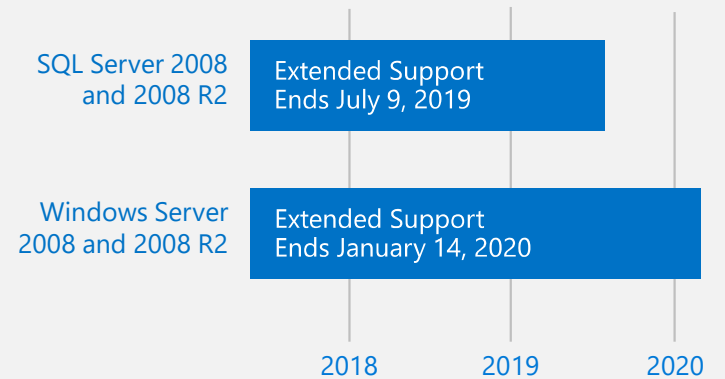


Missed innovation opportunities

Overview of Server Product Lifecycle



End of support means the end of security updates



Find lifecycle support deadlines at: support.microsoft.com/lifecycle

Azure Accelerate

A loyalty program to enable partners across the entire IaaS lifecycle to accelerate time to revenue.

Fundamentals

Are you ready to build your IaaS practice but are just getting started? Or do you need a simple service like backup? Master the basics to prepare for acceleration.

Fundamentals includes a multitude of training offerings, broad scale promotions, and access to services to enable your ramp up to selling Azure.

Up to \$10k/mon Azure CSP

Develop

At the **Develop** level, unlock access to incremental loyalty benefits as you deepen your Azure practice with Ingram Micro.

Gain access to hands-on support and exclusive discounts to support your opportunities leveraging Lifecycle Services. Receive the benefit of IaaS expert consultations to enable successful IaaS launches and services delivery.

\$10k-50k/mon Azure CSP

Elite

As an **Elite** partner, enjoy high-touch engagements with our team of Azure technical experts and post-sales solutions architects to help customize your configurations.

This highly exclusive tier unlocks deeper support, demand gen, and offers that are custom built between you and your Ingram Micro team.

+\$50k/mon Azure CSP



Customer
Demand Gen



Lifecycle
Services



Preferential
Pricing



Competency
Build



Elite Partner
Treatment

Azure Accelerate Deal Dollars

Previously Local Fighting Funds

• Local Strategic Partner Investments

What can this funding be used for?

End user specific deals as well as strategic investments to growing relationships with partners. The intent is to fund impactful collaboration prospects or "big picture investments".

How can our team leverage the funds?

Send completed template to Cara Eberle to pass to Mike Giambanco and John Dusetz for approval. ~24 hour SLA.

Are there Requirements?

*Yes, the investment must support a clear 10:1 ROI in Azure consumption, the partners must be enrolled in the Azure Accelerate Program **and** must have completed a business plan. Partners may be asked to contractually commit to the Azure consumption for some requests.*

How will the partner Receive funds?

IMC has the ability to apply credits or discounts to a partner's CMP Account. Deals can be assessed to provide funds in other ways if necessary (Check, wire, etc.).



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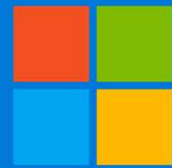
@msinspireus #MSInspire



aka.ms/msinspire-uspartner



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Microsoft Azure



Questions?

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Thank you!!

Please join us for these upcoming webinars:

Wednesday, May 22nd @11am-12pm Pacific/2-3pm Eastern

Azure Practice Development: How to Create Demand Generation for your Business

Wednesday, June 11th @ 9-10am Pacific/12-1pm Eastern

Azure Practice Development: Convert Leads into Customers



To learn more about the Azure Accelerate Program,
please visit:

<https://microsoft.ingrammicrocloud.com/azure/en-us/>

If you have any questions – please
contact us:

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