



# COMMUNITY

## PEER BRAINSTORM SERIES

Marketing Plan





## Problem Statement

Identifying the problem is the first step in any brainstorming process. This typically begins in our social feed in the form of a post, from which we form an official “problem statement.” It’s important to choose a problem statement that is non-rhetorical and is inviting of new ideas. These often start with the phrase “how might we...”



Matt posted an update

I am looking to build out a sales/marketing plan for 2022. Does anyone have any suggestions on templates or tools?

Our problem statement:

How might Matt create a  
Marketing Plan for 2022?



View Matt's Post

## Brainstorming Ideas



Once we have our problem statement defined, we create a brainstorm mural to allow community members to contribute their ideas. We try to collect as many ideas as possible so that the feedback is diverse. Once we have enough ideas in our mural, we schedule a session to vote on the ideas and prioritize them.

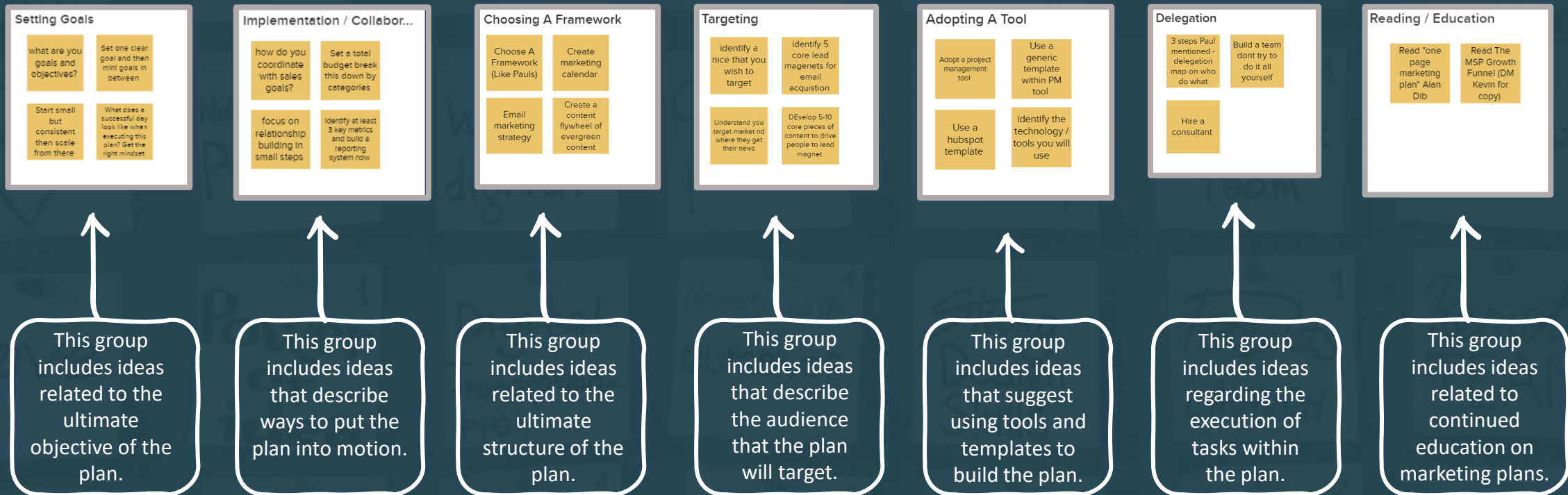
- 1 Choose A Framework (Like Pauls)
- 2 Create marketing calendar
- 3 how do you coordinate with sales goals?
- 4 identify the technology / tools you will use
- 5 identify a nice that you wish to target
- 6 Set one clear goal and then mini goals in between
- 7 Hire a consultant
- 8 Start small but consistent then scale from there
- 9 Email marketing strategy
- 10 Build a team dont try to do it all yourself
- 11 focus on relationship building in small steps
- 12 What type of events will be planned? Live vs in person
- 13 identify 5 core lead magenets for email acquisition
- 14 What does a successful day look like when executing this plan? Get the right mindset
- 15 Should you have a certain topic per month to build campaigns?

During this brainstorm session, we processed over 31 ideas. Each participant was allowed 10 votes and could allocate as many as they wished to the ideas that they felt were the most actionable. Here are the top 15 voted ideas, ranked by number of votes they received. Most participants agreed that having a framework was a critical component of any marketing plan. Other popular ideas were setting goals, using a calendar, and leveraging SaaS management tools.

# Grouping Ideas

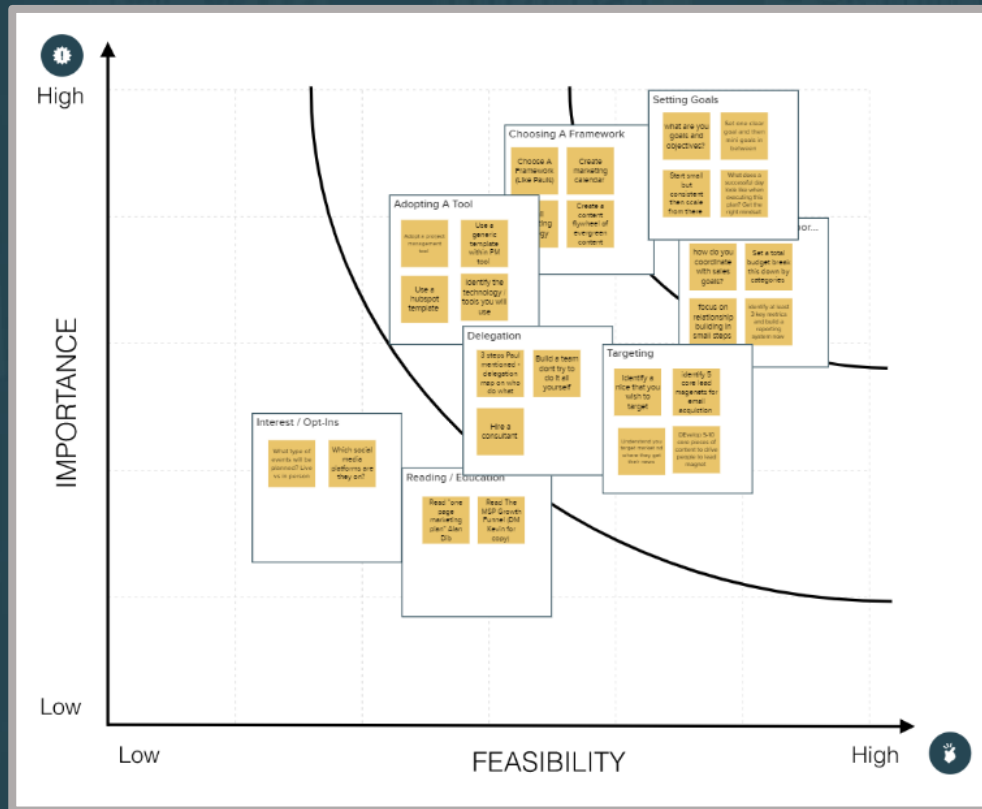


After the ideas have been voted on and we filter out those that received no votes, we begin to group ideas together to find common themes and form more complete concepts. These groups can consist of ideas that are similar, or those that complement each other and can be combined to form something new.



 ← **Idea Prioritization**

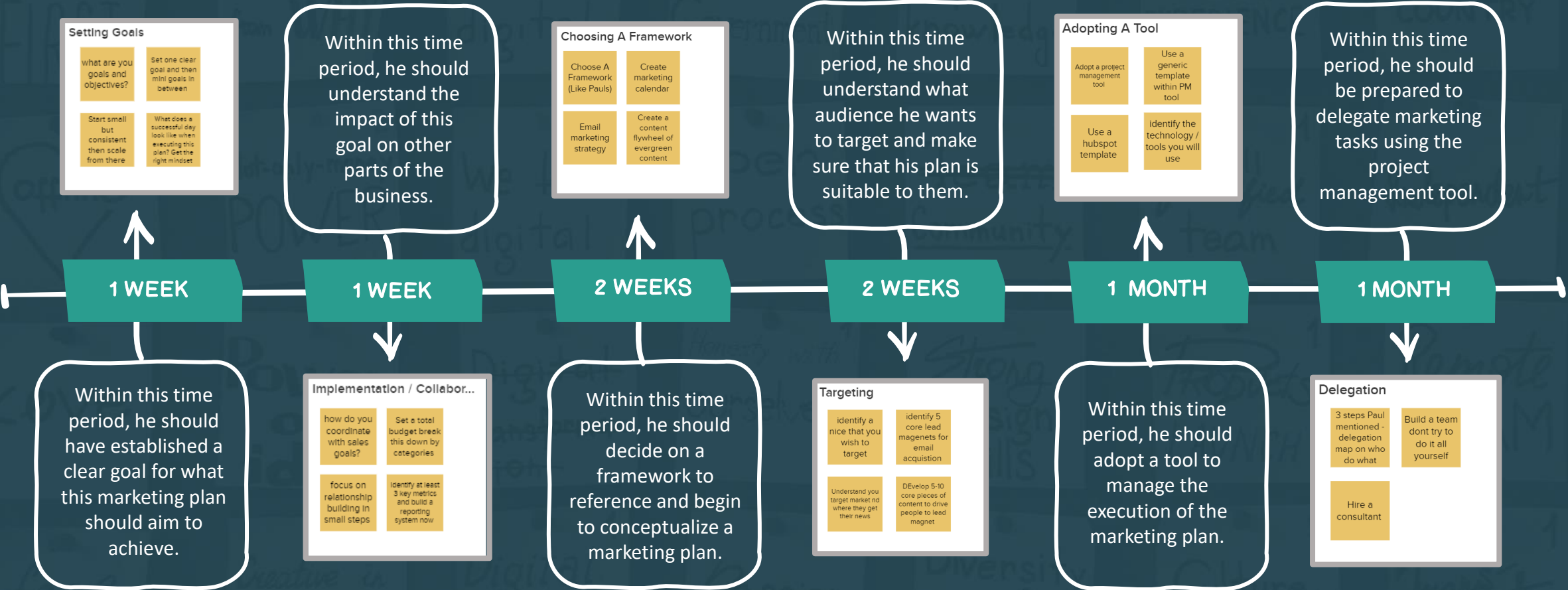
After grouping our ideas together to form a select few, more rounded concepts, we begin the process of charting these to prioritize them based on feasibility and importance. This is to help us break the habit of only working on the ideas that are the “low hanging fruit” or the ones that may be important but just aren’t feasible.

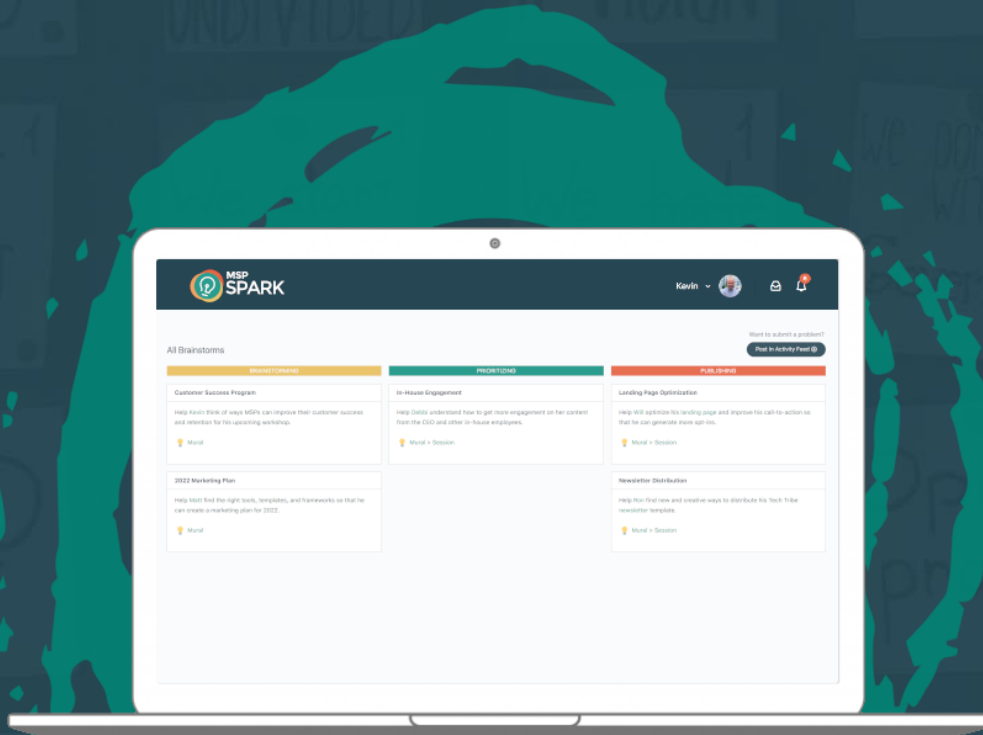


- We identified that setting a goal for the plan was likely to be the most important part. This could be a financial goal or a one related to quantity of new customers.
- While this goal figure might be hard to decide on (we agreed it was not as feasible as it seemed), it is critical to develop a realistic marketing plan that will have a legitimate financial impact.
- Many participants mentioned budgets as part of the plan, but we saw this more of just a detail related to the execution of the plan rather than part of the plan itself. Put simply, we agreed that the budget should be decided from the plan not the plan decided from the budget.
- Everyone really liked Paul’s suggested 3 step framework as boundaries to work within when developing the plan. This also echoed several other ideas related to “keeping it simple” and not trying to over-commit to too much.

# Goal Milestones →

After prioritizing our ideas, we then select concepts to move forward with and place them into our timeline as milestones. This now becomes our roadmap for executing on these ideas and setting realistic goals.





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