



How to Roadmap Your Marketing Plan

*Your Guide to Building a Marketing
Strategy that Delivers Results*

So You Want to Build a Marketing Plan

It's an age-old problem: You have a great product that meets a market need, a deep understanding of your industry, and the drive to grow your business. But how do you market your product or business to reach your full potential?

An intentional marketing roadmap is the first step to implementing a marketing strategy that can unlock new levels of growth for your business. A **solid marketing strategy** should be built on producing measurable results, so you can understand what's working and save valuable resources on what isn't.

We've outlined this **step-by-step guide** to give business owners and leaders the tools to create a marketing roadmap of their own. Our goal is to provide a high-level view of what a **successful marketing roadmap** can look like without overwhelming you with details that only a marketing expert would understand.

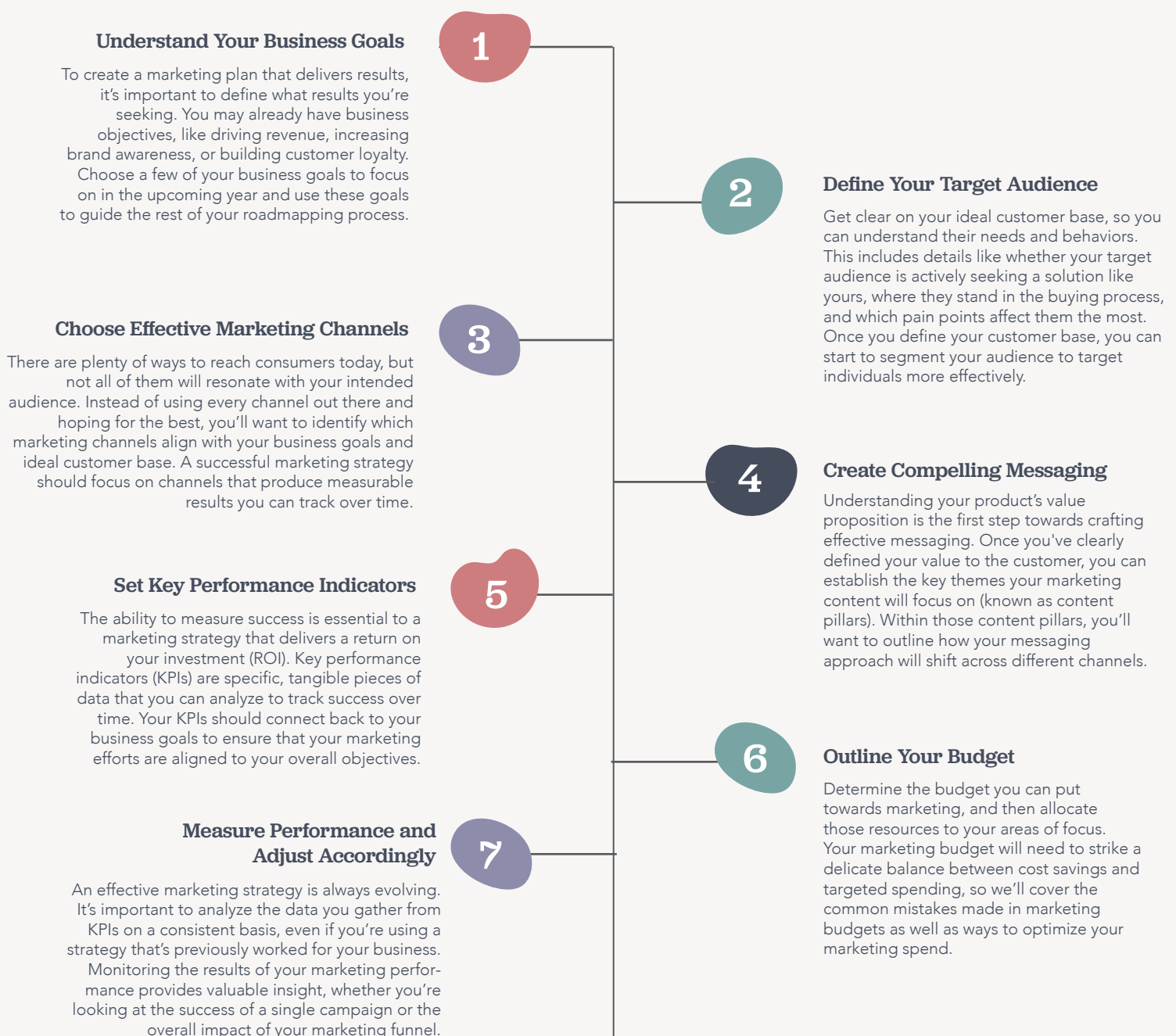
Have questions about how to move forward with your roadmap?

Reach out to the GANI team to learn more about how our partnership can make your plans into a reality.

7 Steps to Roadmapping Your Marketing Plan

Building your own marketing strategy can be intimidating. We've broken the process down into 7 key stages, so you can start creating your roadmap step by step while keeping an eye on the big picture.

This diagram outlines the 7 steps at a high level, so you can get familiar with the process before diving in. In the next section, we'll explore each step of the roadmapping process in more detail and share practical tips to help you get started.



1

Understand Your Business Goals

Let's get started by determining your business goals. These objectives will guide the rest of the decisions you make while roadmapping, so it's important to focus on tangible outcomes.

Instead of setting vague goals like "increasing revenue," drill deeper to make your goals actionable. The SMART goal method is an excellent way to define goals that are specific, measurable, achievable, relevant, and time-based (SMART). This approach will help you outline the steps you need to take to actually achieve each goal while remaining focused on the ultimate outcome.

Here are a few examples of specific goals to get you started:

- Grow marketing-identified pipeline by 25% within the fiscal year
- Engage an agency to create a marketing campaign for a product launch
- Increase email subscription list by 10% within 6 months
- Outline the ideal customer journey from end to end

Take some time to write out your own goals before moving on to the next step.

2

Define Your Target Audience

To reach your ideal customer, you first have to understand who they are. The approach will vary based on your industry and whether you're aiming to reach individuals or companies in a B2B space.

If you're targeting individual consumers, consider demographic factors like their age, location, or income. You'll also need to understand their motivations by answering questions like these:

Is the consumer actively looking for a product like yours, or are you targeting spontaneous purchases?

Is the consumer loyal to a particular brand in your space?

Where does this consumer spend their time?

If so, what do they appreciate about that brand or product?

How does this consumer discover new products?

If you're marketing to a B2B audience, it's important to consider the different roles involved in an organization's decision-making process in addition to these motivational questions. Depending on which stage of the customer journey they're in, each of these roles will require different pieces of information to help them make a buying decision.

Audience segmentation is key to building a marketing strategy that works. You'll see better performance by targeting defined segments in the ways they'd like to be reached.

If you have an existing customer base, analyze the data you already have and conduct customer interviews to gather information about their preferences and needs. Market research and competitive analysis can also help you pinpoint where and how you should be targeting each segment for the best results.

4

Create Compelling Messaging

Once you understand your target audience, you need to identify **where and how you'll reach them**. Your audience If you haven't already **defined a value proposition**, now is the time. Your value proposition should outline what sets you apart from the competition in a clear, compelling way. What pain point are you addressing, and how do customers benefit from your solution?

The value proposition you develop will shape the messaging you use across marketing channels. It's helpful to start by outlining your content pillars, or in other words, the general themes you'll address in your marketing content.

These content pillars should of course be closely tied to your services, but it's crucial to ensure that your content actually delivers value to your intended audience. This includes tailoring your content to align with the way your audience uses each particular channel.

It's also important to establish **your brand voice** and tone before creating content to keep your presence consistent and your messaging clear across channels. Your brand voice and the content you share should feel cohesive and similar across channels, though the tone of your content may vary by channel.

This can be an especially difficult step for business leaders who aren't marketing experts. If you're having trouble identifying where and how to focus your messaging, this is a good place to engage a marketing agency that can help you establish a brand identity and position your brand well in the marketplace.

Content Pillar 1

Content Pillar 2

Content Pillar 3

5

Set Key Performance Indicators

Now that you have a foundation for your marketing strategy, it's essential to determine how you'll measure success.

KPIs Key performance indicators are specific, trackable metrics you can use to gauge the effectiveness of your marketing strategy.

KPIs can include narrow data points, like the click-through rate (CTR) on a specific ad or the number of subscribers to a blog. They can also provide more global measurements, like the lifetime value (LTV) of the average customer or cost per lead (CPL). In addition to identifying which KPIs to track, you'll also want to get familiar with what kind of results your competitors typically see, so you can measure your own performance against market average.

KPIs offer valuable insights about short- and long-term marketing success, but it's important to choose your KPIs wisely. Less experienced marketers can easily fall into the trap of relying on vanity KPIs that may sound impressive but don't contribute to the bottom line in a meaningful way. To avoid this pitfall, ensure that your KPIs can be tied to a measurable result that ultimately leads to more conversions.

Here's a list of KPIs to consider while building out your roadmap:

- ✓ **Return on investment (ROI):** the amount of money you gain from a piece of marketing compared to the cost involved to produce and promote it
- ✓ **Marketing qualified lead (MQL):** a potential customer that's engaged with your marketing and may convert if you nurture the relationship
- ✓ **Social media engagement:** this could include followers, likes, shares, messages, mentions, and more
- ✓ **Net promoter score (NPS):** a measure of how likely customers are to refer your business to a friend or family member
- ✓ **Keyword rankings:** a measure of how your content performs in terms of search engine optimization (SEO)

6

Outline Your Budget

Every marketing plan needs a budget, and that budget should ultimately reflect the business goals you established in the first step of the roadmapping process.

There are several different ways to determine the total amount of your marketing budget, including:

Revenue-based:

This method sets aside a percentage of your annual revenue to marketing. Newer businesses will likely need to spend between 10 to 12% of their revenue on marketing to see results, while more established businesses can spend 6.5 to 8.5% on average.

Competition-matched:

This method uses competitive research to determine what similar companies are spending on marketing and mirrors those numbers.

Goal-driven:

This method is centered around setting measurable goals, and then assigning monetary value to those goals. The monetary value determines the amount you'll spend to achieve each goal.

Balancing a marketing budget isn't easy, and even experienced marketers make mistakes when it comes to budgeting. Common mistakes include focusing only on channels that have been successful in the past, relying on inconsistent data, and recycling previous budgets without accounting for market changes or performance.

Building your budget around data-driven marketing tactics is the best way to avoid these mistakes. When you consistently monitor and analyze the results of your marketing efforts, it's easier to refocus your budget towards the areas that drive ROI.





Measure Performance and Adjust Accordingly

The roadmapping process we've outlined here emphasizes measurable goals and metrics because your marketing strategy can—and should—change over time. No matter how much faith you have in your strategy, it's important to measure performance objectively and only make changes driven by data.

Whether you're tracking the success of a single campaign or analyzing broader metrics, you'll first need to establish how you'll retrieve the data. This may include web analytics tools like Google Analytics, which is a free resource that can help you understand your customer journey and engagement across platforms. There are also plenty of paid tools, like Determ, that not only report on the data you need but also help with analyzing that data.

However you choose to monitor your results, look for overarching trends that offer insight to how your marketing is contributing to your ultimate business goals.

As the market evolves and your business grows, consistently monitoring your marketing success will allow you to flex your strategy in response to these changes. The ability to identify trends and respond accordingly will be a great asset as you work towards long-term success.



Related Resources

Need more detail to plan your roadmap?
We recommend these resources for additional learning and actionable steps.

[How to Write a SMART Goal by HubSpot](#)

[When to Start Outsourcing Marketing Projects by GANI Consulting](#)

[What Are Marketing Channels? By MailChimp](#)

[Free Value Proposition and Business Positioning Statement Templates by Smartsheet](#)

[How to Make Sure Your Marketing Messaging Always Lands by Sprout Social](#)

[5 Marketing Trends to Watch in 2024 by GANI Consulting](#)


[15 Key Performance Indicators to Help Improve Your Marketing by HubSpot](#)

[Digital Marketing 101: Key Tools for Engagement Marketing by Adobe Marketo Engage](#)

We hope this guidebook has been helpful as you build your marketing strategy.

[Get in touch with us today](#) to learn more about how the GANI team can help you identify your business goals and turn them into a reality.

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-  Marketing Agency
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