



## MODULE

# SUSTAINABILITY MARKETING COMPETENCES

## Unit 6 | Activity 1 Marketing Project Management



30min



- Pen and blank paper
- Access to internet
- Meeting space for the potential members (digital or physical space)

## DESCRIPTION

For every plan to succeed, you need to break it down to actual tasks. Here you're going to use everything that you have learned in the previous modules. You need to put it down from market, value, customers, channels, communication, activities to tasks and how to brand it. This is what this unit will help you with.

# THE ACTIVITY

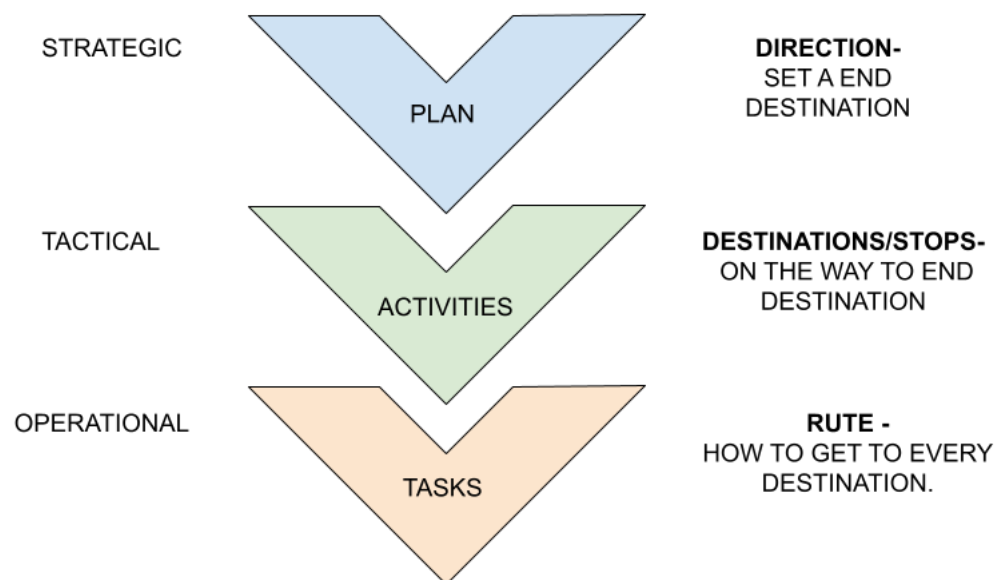
Define the essential elements of your plan and establish measurement points.

Gather all the information you need to create a comprehensive plan.

- Collect the necessary data and conduct research to determine what needs to be done.
- Utilise the OMD (Omnichannel & BMC) approach to develop a viable marketing plan.
- Gain an understanding of the market and your customers. Identify your value proposition and determine the best channels to reach your target audience.
- Set your overall goal.
- Develop your channel mix and comprehend your customers' journey.
- Brainstorm the most effective marketing activities that align with the elements.
- Construct your marketing strategy plan and translate it into actionable activities.
- Break down the activities into specific tasks.
- Set up your major accomplishments towards your overall goal (end destination).
- Reflect and set up Key Performance indicators. What can measure that you're going in the correct direction?

# THE THEORY

This unit will help you create an execution plan. However, executing it also involves a bit of project management. Although it will only be touched upon briefly, it expands into a completely different field. But in order for your marketing to succeed, you need to create a plan with specific tasks that will lead you to your goal. This is also where you highlight the value of a marketing strategy and clarify why you should move in that direction with your business.



- The **strategic** level (usually long term) - Here we need to set a **direction** for our marketing plan. To write it simply: What do we want to achieve and how in the long run?
- The **tactical** level (medium term) - On this level, we're breaking it down to activities and/or campaigns for achieving our long term goal. Therefore can it also be described as minor **destination stops** towards our end destination (overall goal).
- The **operational** level (medium and short term) - Here we break our activities or further down into tasks. Both day to day tasks, weekly tasks etc. How are we executing our activities, so we can realise our plan and achieve our overall goal.

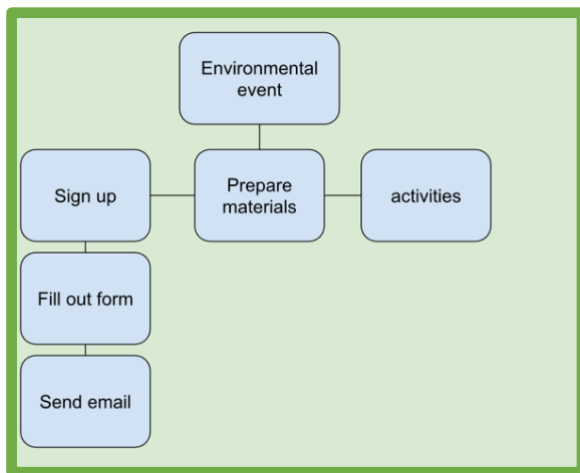
We will also borrow elements from Work Breakdown Structure combined with the "5 Whys" or, more likely, "How?" method.

This thinking helps you go from a strategic plan to an operational plan of what needs to be done. It breaks down the direction, activities, and tasks of your marketing plan.

The **"5 Whys" method** is helpful in this process. When creating the plan and setting goals, ask yourself how you are going to achieve them. Then provide an answer and ask "how" again.

*For example:*

- Goal: Increase awareness of our environmentally friendly vegetables.
- How?
- By attending a sustainability event.
- How?
- By signing up early to secure a good spot before June 1st.
- How?
- By submitting an application to the event organiser.
- How?
- By sending an email to the event staff.
- How?
- By emailing tree@top.savetheplanet no later than May 1st.



This approach is also beneficial in Work Breakdown Structure (WBS) thinking, where you break down each part until you can't break it down any further. With this method, you will have a detailed understanding of every single task required for your plan to succeed.

#### **Key elements in all plans:**

There are always key elements that you need to think about and include in your plan. With these elements, your marketing plan becomes much more efficient and serves as a guide throughout your business journey, which can be continuously updated.

- Goal - What is the overall goal and the minor goals?
- Value - What value will it create?
- Gains - what will we gain from this?
- Resources - What resources are required to achieve it?
- Time - How much time has been estimated for it all?
- People/Roles - Who is responsible for each task?

#### **Measure your success.**

Even though you have the best plan, it's only as good as when the real world hits, and this also applies to marketing.

This is also an extension of the idea that data is the key to success. You need to measure your efforts so that you can determine if you're moving in the right direction or not. If you need to make changes to elements of your plan while you're executing it, don't feel bad that's normal.

Every business will experience this, and the best marketing plans are adaptable. It would be unfortunate to continue going at full speed in the wrong direction if something comes up.

Set your goals so that you know where you're heading with your marketing plan. Establish milestones to serve as minor goals that contribute to achieving the primary goal of your marketing plan. Identify relevant Key Performance Indicators (KPIs) that will help you assess if your marketing plan is progressing as intended.

Key Performance Indicators can include metrics such as follower growth, sales figures, customer acquisition, and more.

- **Milestones** : Milestones are significant markers for major accomplishments in your project plan. They indicate whether you are heading in the correct direction within the set timeframe and help you break down your plan into phases. They can also show if you have achieved key objectives and/or key deliverables, and assist you in tracking the project and its performance.
- **Key Performance Indicators - KPIs** : You can use KPIs to measure your progress. They are measuring points that indicate whether your business is on the correct track according to your plan. KPIs can be various types of values that help you track your progress, such as revenues, profit margin, new customers, CAC, traffic, ROI, time savings, satisfaction, etc.

For example, the goal of this campaign is to increase our customer base by 5%. The milestones for this campaign are the completion of activities X and Y. Additionally, we aim to increase our follower count by 2.5% and grow our email marketing subscriptions by 3%.

## Developed by our organizations

