With growing fragmentation in the marketing world, the next major evolution in marketing is designed to bring it all together.

Welcome to the modern era of marketing. The Don Draper days of advertising are behind us. Print, once a marketing staple, is going the way of the Dodo bird as emerging technologies open up a plethora of new marketing opportunities. In 2013, enterprise businesses were using an average of 16 different marketing tactics, resulting in nearly two-thirds of them citing a lack of integration across marketing as a significant challenge (Content Marketing Institute, 2013). Marketing is growing in complexity, and finally, the tools to help manage it all have arrived.

Marketing Planning tools help marketers align the resources, people, processes, and technology that support their marketing efforts. This coordination and automation has been shown to have drastic results on marketing performance. A 2011 study by Oracle reported roughly a 575% increase in qualified leads and a 200% higher conversion rate for campaigns automated with Marketing Planning tools. Let’s take a deeper look into what these tools do.

**Collaboration**
Marketing Planning tools centralize working documents so that all team members can have access to the latest version, make edits and notes, and assign tasks to other team members.

**Workflow Management**
Workflow management is simplified by centralizing objectives and communications. By defining workflow activities and assigning tasks, Marketing Planning tools allow for more visibility into the project status, which can help identify and proactively address deadlines that are at risk of being missed.

**Budgeting**
Greater visibility into the workflow provides greater visibility into budgets. Marketing Planning tools help marketers manage budgets, expenses, and attribute incoming revenue to various marketing investments.
Digital Asset Management (DAM)
Gone are the days of dozens of file iterations. V1...V2...V2.1...
DAM systems within Marketing Planning software help streamline your file storage and retrieval. Not only can they centralize and organize your assets, but they can couple these assets to different workflow activities and tasks, making campaign execution even faster and easier.

Brand Management
A valuable piece of establishing workflows and centralizing digital assets is that it helps you build a more consistent brand. Marketing Planning tools allow everyone to work with the same approved assets and can add oversight and approvals to the development and execution process.

Social Media Management
The notion that social media is free was short lived. It’s no secret that successfully managing social media takes a lot of content development and management. While they can’t yet crank out topical whitepapers, Marketing Planning tools do offer many features that can help make managing your social media marketing a lot more efficient and effective. Tied into their workflow management and digital asset management tools, users can manage content schedules, assign posts to different users, approve posts and content before they go live, and have assets centralized and available at a moment’s notice. In the fast moving world of social media, efficiency is key.

Media Planning and Buying
The media planning and buying tools in Marketing Planning software help make the process more efficient and accurate. On the front end, media planners can review historic campaign costs and performance to help them make more informed decisions about upcoming campaigns. Buyers can build campaigns and issue insertion orders from within the tools, approving invoices is simplified.

Automation
Marketing automation is a lethal secret weapon for marketers. Content automation can help place appropriate messaging and creative on your website based on who the user is and where they came from. Similarly, emails can be programmed and automated to deploy based on individual user flows. This customization not only provides a more relevant user journey but has repeatedly been shown to produce better campaign results.

Analytics
Managing and executing your marketing through a Marketing Planning tool gives you unprecedented insight into marketing performance. As these tools tie together budget allocation, media, and on-site performance, they begin to provide you a window into your return on marketing investment (ROMI).

Integrated Marketing Management
Perhaps the culminating point of Marketing Planning is its ability to integrate all of these individual components. Whether you leverage workflow management, social media tools, or marketing automation from your software, the most impressive feature of it all is the ability to tie these individual marketing elements together to provide a singular, centralized, and cohesive look at your marketing.

MARKETING PROCESS

**DISCOVERY**
- **QUESTION**
  - Establish what you know, what you don’t know, and what you need to know in order to be successful. Don’t make assumptions.

**PLANNING**
- **STRATEGY**
  - With your destination established, create an approach for getting there. Will you be taking a car, boat, plane, or walking?
  - Develop the tactical approach to reaching your destination. If your strategy sets your mode of transportation, the plan provides the turn by turn directions.

**EXECUTION**
- **DEVELOPMENT**
  - Build and gather the necessary assets and resources needed to bring the plan to fruition.
  - Utilizing the assets and resources you’ve generated, deploy the established plan and push your program into market.

**ANALYTICS**
- Use insights from your data to improve performance of live programs and to help make more strategic decisions on future programs.

**OPTIMIZATION**
- Leverage your program data to help you find answers to unanswered questions and discover valuable marketing insights.

**MEASUREMENT**
- Identify and measure marketing variables that will provide you with data that will help answer some of your outstanding questions.

**VERSUS**
- Perhaps the culminating point of Marketing Planning is its ability to integrate all of these individual components.

**EMERGING IDEAS**
- Discover valuable questions and resources you’ve generated, deploy the established plan and push your program into market.

**INTERVIEW**
- Perhaps the culminating point of Marketing Planning is its ability to integrate all of these individual components.

**UFAQ**
- Perhaps the culminating point of Marketing Planning is its ability to integrate all of these individual components.

**MRM**
- Perhaps the culminating point of Marketing Planning is its ability to integrate all of these individual components.