

# Marketing Planning Hierarchy (Template)

Create a marketing map to summarize plans and galvanize a team

	Q1	Q2	Q3	Q4
Business or Commercial Directive	<b>e.g.</b> Increase customer base in key markets. Launch new product.			
Marketing Strategy	<b>e.g.</b> Data indicated healthy traffic, but poor conversion. Focus on lead generation across owned properties.			
KPIs	<b>e.g.</b> Maintain max CpA of \$40 and increase volume 20% YoY. Increase referring...			
Marketing Campaigns	<b>e.g.</b> Trial Promotion			
	<b>e.g.</b> Product Launch			
Always On Marketing	<b>e.g.</b> Monitor brand interactions on key outposts. Trend based content creation each week. Develop content schedule for continual content promotion...			
BAU Marketing	<b>e.g.</b> Manage paid media CpC to KPI max. Natural search...			