

Marketing Project Roadmap

For successful marketing, it is essential to understand an audience and how potential buyers might perceive an offering – a product or service. Customers generally fall into three categories:

- Those interested in offerings that address a problem that few, if any, buyers in that market are aware of are creating “new concept” demand.
- Those interested in offerings that solve a known problem to which there are one or more common solutions are categorized as “new paradigm.”
- Those interested in offerings that virtually every company in a market sells - the “established market” category.

Selecting an appropriate target market may be the most important decision a company makes in the planning process, and is crucial for marketing success. The target market should be chosen before the entity can adapt its marketing mix to meet the customer’s needs and preferences. By demonstrating your knowledge of demand type, you convey to key constituents that you have a thoughtful and informed approach to everything from messaging to offerings.

Every successful marketing initiative — from publishing a single piece of thought-leadership content, to rolling out a complex ad campaign, to launching your company’s first product — must begin with a strategic vision and a clearly defined set of goals. Without an understanding of what you need to accomplish, and the ability to clearly communicate that strategic plan to your team, your initiative will have a lower chance of success.

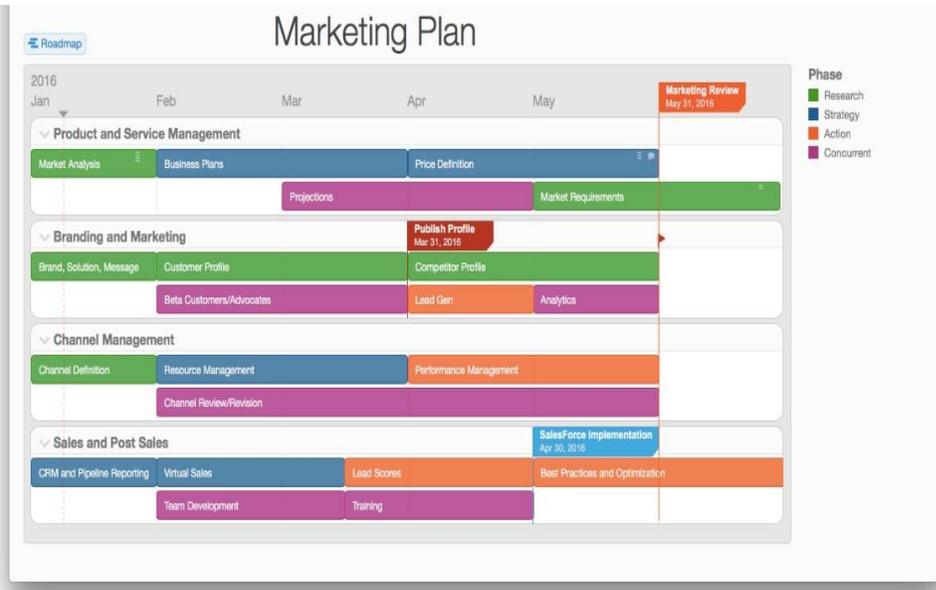
A marketing plan is a blueprint that outlines your marketing strategy and efforts. It is a high-level roadmap that provides your stakeholders with a general overview of marketing initiatives across different categories. For example, one common way to splice your marketing roadmap is by your company’s positioning and messaging projects, your digital marketing programs, and your sales strategy.

Swim Lanes for Marketing Plans

The swim lane flowchart differs from other flowcharts in that processes and decisions are grouped visually by placing them in lanes. Parallel lines divide the chart into lanes, with one lane for each person, group or subprocess. Lanes are labelled to show how the chart is organized.

In the example marketing plan (below), the roadmap is organized by “swim lanes” - the type of initiative and color-coded by the phase of the initiative. You could also potentially categorize initiatives by their owners or by the strategic goals they help achieve, such as increasing revenue, expanding to new markets or reducing

churn, the amount of customers or subscribers who cut ties with your service or company during a given time period. These customers have “churned.”



This example roadmap is divided into four swimlanes:

- product and service management efforts,
- branding,
- channel management,
- sales/post sales initiatives.

Milestones intersect the roadmap to indicate specific goals or deadlines, such as the date of a marketing review.