Building alignment in yearly planning

Jani Hovila & Joonas Hakkarainen 10th of June 2025





Creating value to the organization

Leading through accountability, not outputs

Marketing & Business alignment

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Creating value to the organization

Leading through accountability, not outputs

Marketing & Business alignment

Marketing & Business alignment

Who we want to influence (Targets) Why should they care (Message)

Why we exist (Strategic role/goal for marketing)

	Aarketing Strategy as a tool to build alignment between Corporate Strategy and Marketing Function
	Corporate Strategy
+ • •	Marketing Strategy Who we want to influence (Targets) - Why should anyone care (Message) - Why we exist (Marketing Strategic Goal)
BOLD VISION	Marketing Bold Vision And A Five-Year Picture
+ • • •	3-year-picture
+ • •	Marketing Plans for the Year
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Mavenfirst Marketing Business Plan Template ™

Marketing Strategy as a tool to build alignment between Corporate Strategy and Marketing Function **Corporate Strategy** Marketing Strategy Who we want to influence (Targets) - Why should anyone care (Message) - Why we exist (Marketing Strategic Goal) Marketing Bold Vision And A Five-Year Picture **3-year-picture** Marketing Plans for the Year MAVENFIRST

Mavenfirst Marketing Business Plan Template

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Marketing Strategy as a tool to build alignment between Corporate Strategy and Marketing Function **Corporate Strategy** Marketing Strategy Who we want to influence (Targets) - Why should anyone care (Message) - Why we exist (Marketing Strategic Goal) Marketing Function Business Plan Bold Vision, Focus Areas for 3 Years, Yearly Priorities and Execution

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Mavenfirst Marketing Business Plan Template "

Strategy and Marketing Function

Corporate Strategy

Marketing Strategy Who we want to influence (Targets) - Why should anyone care (Message) - Why we exist (Marketing Strategic Goal)

Marketing Function Business Plan Bold Vision, Focus Areas for 3 Years, Yearly Priorities and Execution

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Mavenfirst Marketing Business Plan Template "

Marketing & Business alignment

Who we want to influence (Targets) Why should they care (Message)

Why we exist (Strategic role/goal for marketing)

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Alignment on Targets

In what segments marketing should focus on that will bring the best impact?

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Steps to build alignment on the targets

- Get your stakeholder say "these are the segments".

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Alignment on Messaging

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What is our main message why our customers would care about us?

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Alignment on Marketing Strategic Role/Goal

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Why we have marketing and what outcome is expected from marketing function?

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• +	Corporate Strategy														
•	Marketing Strategy Who we want to influence (Targets) - Why should anyone care (Message) - Why we exist (Marketing Strategic Goal)														
BOLD VISION	Marketing Bold Vision And A Five-Year Picture														
3-YEAR-PICTURE	Focu	ıs Area 1 (From 5 year pic	Focus Area 2 (Fro	om 5 year picture)											
kr plan	Priority 1.	Priority 2.	Priority 3.	Priority 4.	Priority 5.										
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Marketing Role - Four Different Situations in Organisations

Painter

The views on the role of marketing are similar but not entirely shared between marketing management and the rest of the organisation.

Builder

There are significant differences in perceptions of the role and capability of marketing between marketing management and the rest of the organisation.

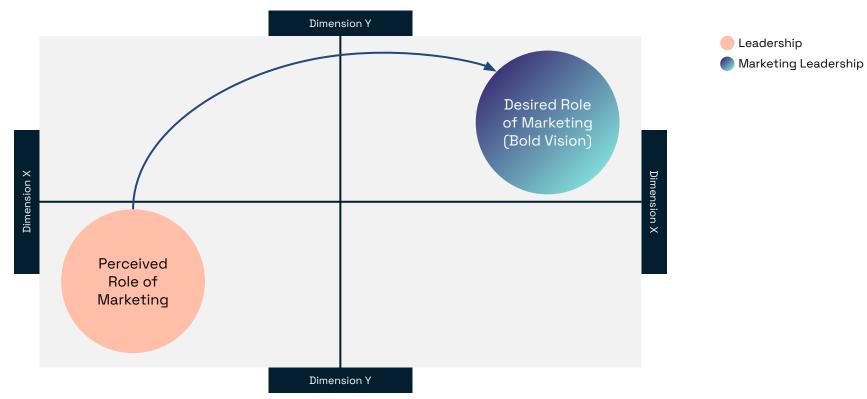
Drifter

The role of marketing is not clear to marketing management, nor to the rest of the organisation.

Dragger

The role of marketing is clear to the management team and the rest of the organisation, but not to marketing management.

The need to change perceptions



Tips for Execution

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Upcoming live and online events

Q3/2025 Executive Roundtables -

- **18.9.2025 Helsinki:** Key insights from Marketing 360 Assessments with marketing leaders
- **17.9.2025 Stockholm**: Why every marketing function needs a vision for the future?
- **10/2025 Oslo:** Proving and communicating the total marketing value
- **10/2025 Copenhagen:** Proving and communicating the total marketing value

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