



UNHURRIED
Living with the Long View

Creating an Annual Marketing Map

Ben Stewart & Janelle Suzanne
Louder Agency

**“In preparing for battle I have always
found that plans are useless, but
planning is indispensable.”**

—Dwight D. Eisenhower



How many people have an annual marketing plan?

What are the key components?

What is your process to create it?

What benefits have you experienced?



**An effective marketing plan should answer
the following questions:**

What goals do we hope to accomplish this year?

What actions will we take to accomplish them?

How will we measure progress/success?



Alignment & Accountability



Short Game vs. Long Game



Foundational Strategy...

Branding

Audience Personas

Core Messaging

Donor Journey



“What goals do we hope to accomplish this year?”



12-Month Goals

	Goals	Metrics	Opportunities
1	Increase ____	From ____ to ____ by ____	● ...
2			
3			
4			



“What actions will we take to accomplish them?”



Annual Campaign Calendar

CAMPAIGN	J	F	M	A	M	J	J	A	S	O	N	D
Winter Lead Generation Campaign												
Spring Conversion Campaign												
Summer Ascension Campaign												
Fall Lead Generation Campaign												
Year-End Conversion Campaign												



Annual Campaign Calendar

CAMPAIGN	Audience	Goals	Assets
Winter Lead Generation Campaign			
Spring Conversion Campaign			
Summer Ascension Campaign			
Fall Lead Generation Campaign			
Year-End Conversion Campaign			



“How will we measure progress/success?”



KPI Scorecard

KPI	Who	1	2	3	4	5	6	7	8	9	10	...
Emails sent												
Click-through rate												
Social media reach												
Monthly donations												
Calls made to mid-level donors												



Prioritize



Let's connect!

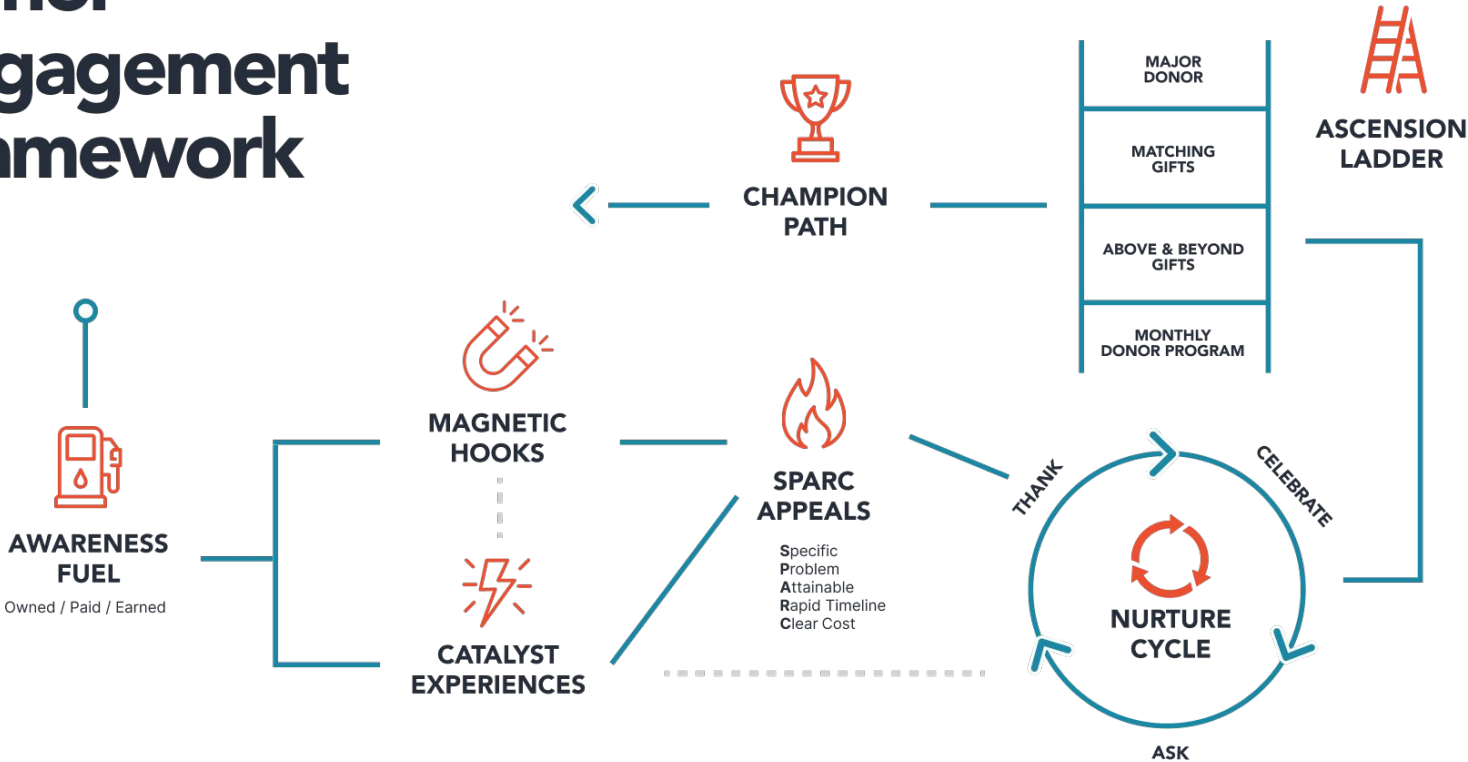
louderagency.com/cafo

Get the slides & more resources

Marketing Strategy Hub



Donor Engagement Framework



5-Pillar Digital Marketing Framework

Strategy	Conversion	Nurturing	Reporting	Traffic
Brand	Website	Automations	Analytics	Paid
Audience	Campaigns	Ongoing	Scorecard	Organic
Messaging				Earned
Journey				





UNHURRIED
Living with the Long View

Creating an Annual Marketing Map

Ben Stewart & Janelle Suzanne
Louder Agency

together—

Let's take 5 minutes to
complete this brief survey.

summit.cafo.org/survey

