**Setting up a “Marketing Management System” tool kit**

**What is it?**

A marketing management system includes a simple process and templates to help you manage your marketing. A basic marketing system includes:

|  |  |
| --- | --- |
| * Marketing plan
 | * Marketing management meetings
 |
| * Marketing calendar
 | * Formal agenda for the meeting
 |
| * Marketing budget
 | * Metrics to measure marketing.
 |

**Why use a marketing management system?**

Getting reliable results from your marketing requires more than a great marketing plan. Companies that achieve the best return from their marketing have robust marketing systems.

A good marketing management system will:

* Focus marketing resources on the right activities that support your business goals
* Ensure regular activities are conducted to help attract ongoing lead and sales
* Increases collaboration, marketing ideas, and shared knowledge within team
* Enable continuous improvements that progressively improve performance
* Achieve more reliable results and uses resources more efficiently.

**Where do I start?**

1. Schedule monthly ‘marketing management’ meetings and prepare an agenda
2. Create a marketing calendar and update it monthly
3. Create a marketing ‘work in progress’ document
4. Create a marketing budget and update it monthly
5. Agree metrics and measure each month.

(Templates have been provided for 1-4 as part of this kit. Instructions are provided in templates.)

**Additional tips**

Once you have established your marketing system we recommend you continue to strengthen your marketing system to include the following tools:

* Marketing templates (campaign plans and briefing templates)
* Sales tools (sales pipeline and account plans for key clients)
* Financial model to compare potential returns for different activities.

If you would like help setting up your marketing system please give us a call. We can set up the system for you or we can review your draft system through our affordable mentoring service.

**Disclaimer.** This publication has been produced to provide an easy guide for people in small business. It should not be regarded as a comprehensive guide on the subject.

Whilst Sustainable Marketing Services (Australia) Pty Ltd believes this tool kit will help its readers, Sustainable Marketing Services disclaims all liability for errors or omissions of any kind whatsoever (whether negligent or otherwise) or for any loss, damage or other consequence which may arise from any person relying on this tool kit.

The tool kit is issued on the understanding that Sustainable Marketing Services is not providing any professional marketing service. If expert marketing advice or assistance in relation to this topic is required, the readers of this tool kit should purchase expert marketing advice from Sustainable Marketing Services.

© Sustainable Marketing Services (Australia) Pty Ltd. Published in 2014. Copyright protects this publication. Except for purposes permitted by the Copyright Act, reproduction by whatever means is prohibited without prior written permission of Sustainable Marketing Services. Contact Sustainable Marketing Services to discuss any copyright questions on 07 3821 3939 or via info@sustainablemarketing.com.au