**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:

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| * 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.

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