

2011 Marketing Roadmap

Succeed in the next year—plan now!

Mission

Vision & Values

Objectives

Goals

Strategies

Tactical Actions

Resources Required

Milestones

Measures of Success

Real-time Adjustments



Do Yourself and Your Team a Favor

Approach 2011 with renewed commitment to achieve all that you aspire to do! Review this checklist and get in gear today.

- Approach 2011 planning with old-fashioned project management discipline
- Plan for output: publish a 2011 Plan Document (V1, V2, V3) with Budget
- Charter your 2011 Planning Team to engage people in possibility thinking
- Use standardized tools to capture and share plans organization-wide
- Plan an off-site 2011 planning retreat
- Work strategically and opportunistically— use SWOT analysis to frame the issues
- Invite external perspective from agency partners, channel partners, customers
- Develop multiple Strategies for scenarios, pilots, testing, parallel paths
- **Audit internal marketing competency team and external agency performance***
- Meet with direct reports to identify personal development opportunities
- Adjust your brand and company message to fit the current economic climate
- Articulate your digital and social media strategy and integrate into media mix
- Upgrade your website for a forward-thinking customer experience
- Promote your company aggressively to survive the recession and grow as a brand
- Share good news to utilize the power of the web/press and build “positive buzz”
- **Find a great agency to help grow your business and stop overpriced mediocrity***
- Customize brand communication in a global/local context
- Present your plan to the C-Suite leaders for feedback and buy-in as you go
- Communicate up, down, out and to all constituencies to drive organizational change

Start with #1 above today.

*Contact us for expert help to source the right agency partners in the new year.

Why Culture Counts:

Building more effective client-agency teams

Marketing leaders need to be intentional about managing company and team culture to :

- > deliver the business agenda
- > create competitive advantage
- > increase brand value

This 2011 goal is critical in stressed economic times where the consequences of not doing so will undermine the business and one's career.

Corporate culture is the essential factor that knits teams of people together across hierarchy, geography and lines of business, enabling them to work together effectively ... or not. Cultural understanding between a company and its external mar-com suppliers is also a key ingredient in sourcing the right agency partners and then creating high performance teams that get the job done.

Understanding culture is important because the success and authenticity of how a brand is positioned in the marketplace and then fulfilled in the experiences of its customers is directly influenced by the culture of the company that produces it. Beyond the heritage of a brand, its foundational values and its personality, the culture of a brand should be articulated in a set of values, behaviors and actions that resonate with customers, employees and stakeholders. In the causal relationship between promised values and experienced values, loyalty is cultivated. It is critical marketing teams hold a common understanding of key values... like a clear and guiding philosophy taking, innovation cultural values like quality, results-orientation, and innovation for example, coupled with shared views of the importance for behaviors, like responsiveness, initiative, adaptability, decisiveness, teaming, for maximum effectiveness.

Marketing leaders create impact by orchestrating teams of people to conceive, create and execute brands that mean something to those who purchase them, and accept them into their lives.

Rojek Consulting Group is uniquely qualified to help marketing leaders understand corporate culture and build teams of people that operate within a common mental model regarding the cultural values of the company and brands they serve.

"Consultant" a Taboo Word?

Contract for ASPEN® Process, a proprietary trademarked service for strategic agency review to identify a new agency, designed to focus on cultural compatibility and team-building.

Contract for PACE® Review, a proprietary trademarked service with a 360-degree agency evaluation designed to improve performance of current agency partners.

- RCG's proprietary, CultureScans® tool is the industry-recognized methodology for assessing the compatibility of a client organization and its prospective agency partners.
- RCG's proprietary database of agency information profiles agencies with data unavailable elsewhere.



Client Agency Satisfaction Checklist: Does your agency pass this test?

Take this self-test to see if your agency delivers on the basic elements that result in excellent work.

Give yourself 5 points for unequivocal “absolutely,” 4 points for “yes,” 3 points for “most of the time,” 2 points for “some of the time,” and 1 point for “rarely.”

- The agency team provides valuable strategic insights based on an in-depth of understanding of our business
- The agency team is culturally compatible with our client organization
- The agency treats our account as an important part of its business
- The account team has strong leadership skills and effectively integrates the agency’s services we need to make our marketing plans come to life
- The creative work is strategically on target and consistently meets our expectations
- The media plan delivers targeted results across multiple media channels
- The agency proactively brings worthy, unsolicited breakthrough ideas to the table
- The agency has a production track record of delivering on time and within budget
- The agency is a good value proposition: contracts are current; rates are competitive
- The agency is compensated for measureable ROI with performance incentives

Total Points: _____

- Bonus:** The agency partners effectively with other vendors involved in our marketing effort



Your Results:

50-40 points—

You deserve more stock options.

39-25 points—

Pat yourself on the back.

24-10 points—

Let’s talk.

9-0 points—

You need our help... badly.



President's Corner: Comprehensive ASPEN[®] agency review service

If an agency review is in your plans for 2011, why not engage the expertise, resources, and proprietary methodologies that RCG provides to help you achieve the outcome you desire?

Many marketing leaders mistakenly assume that they must rely on a personal network of relationships and a few generic databases to conduct an agency search. RCG's proprietary process and expertise brings a strategic acumen to the agency review process that successfully matches our clients with the best agencies time after time.

It isn't difficult to understand how to approach an agency search, even though there are many qualified agencies in the industry! It is a challenge to execute a national caliber agency search efficiently and effectively, to select the optimal agency for your organization, design appropriate scope and compensation programs, and to reduce the risk and expense of an agency change.



*Lorraine Stewart Lockhart
Founder and President*

Who We Are

Founded in 1990, the Rojek Consulting Group is a nationally recognized search consulting firm helping brand building companies to better select, manage and evaluate their marketing and advertising partners.

Empowering Marketing Leaders Preparing for 2011

The RCG team works with leading marketers to structure their internal and external marketing and advertising resources more effectively. Our proprietary process to understand corporate culture helps you build more effective resource teams. The RCG service is relevant to both the selection of key marketing vendors and partners and to making smart internal organizational changes.

How To Contact Us

Rojek Consulting Group
Crown Centre – Suite 600
5005 Rockside Road
Cleveland, OH 44131

(216) 573-3780

Satellite Offices: Detroit, Chapel Hill, & Orlando

