

Eight Reasons Why Strategic Marketing Planning Matters.

1. Planning makes sure that all the key players are on the same page. This is important for budgeting and productivity reasons. People will know if something is feasible before they spend too much time on it if they know the budget, AND team members will be more likely to make decisions and proceed forward if they understand the context of the strategic plan.
2. Planning ensures that your team understands how they're going to accomplish the bigger business goals. Effective marketing is not accomplished if every objective is done individually or as a need arises. Yes, this can happen and be accomplished, but it should be the exception to the rule.
3. Planning provides greater flexibility. It's easier to evaluate new opportunities and concepts in the context of a long-term plan than it is to determine the exact value of each individual opportunity at hand. You can adjust to market trends because you have a greater understanding of where you are currently, and why.
4. Planning generally confirms allocated funds. Many businesses come up with ideas and see if they can afford them; then never do them because they don't have available funds. The greater good of your success is served by effective and planned marketing. Make sure you don't discount its value.
5. Planning paves the way for great results. All the creative and marketing talent in the world can't compensate for lack of planning or rush projects. Forced decisions are made when your back is against a deadline and you have no more time to spend on it.
6. Planning makes you proactive versus reactive. Don't just keep up with the competition; create your own identity and message. What they do should play little part in your vision, strategy, and message. By paying attention to and modeling what they do, you are adding credibility to them, not you. Why follow when you can lead?
7. Planning helps you identify cyclical and external factors. For example, factors such as slow months or buying trends during certain periods, or perhaps holidays and local/regional/national events can be effectively leveraged in your marketing strategies.
8. Planning gives you an opportunity to think bigger. Bigger than the goal, the market, the competition. It can provide a competitive edge. Successful businesses don't get there by coming up with competitive ideas... they innovate.

