

Marketing Planner Functions



Overview of all activities

Calendar view with flexible structure and well-organized timeline display.

- Campaign timelines can be set up easily using Drag & Drop.
- A wide variety of information for each element: contents, media, objectives, tasks, file attachments and much more
- Easy change-over between annual, quarterly and monthly view for more detail and smooth zooming
- Problem-free and easy updating of marketing planning
- Basic campaign information is shown using mouse-over
- Quicker overview through individualized markers and colors for time bars
- Filtering and sorting of calendar creates the appropriate view for each user according to his/her requirements.



Task and milestone planning

Project plans, tasks and responsibilities for planned campaigns.

- Planning of tasks and assignment of To Dos to other users of the Marketing Planner
- Definition of milestones and associated tasks
- Automatic e-mail notification when new tasks are received
- Milestone and tasks overview in tabular form
- Automatic generation of Gantt diagrams for project planning



Working in a team

Detailed rights and role concept for optimum cooperation between different areas and teams.

- Areas, projects and tasks can be assigned to Marketing Planner users, so that transparency regarding current responsibilities is assured
- Individually defined user groups with access to specific areas of the planning structure
- Assignment of rights at the user level, e.g. read-only rights for all areas, write rights for certain areas of the calendar only
- Assignment of projects and tasks to individual users
- Automatic notification by e-mail about new tasks and projects
- Access to central and current data for all users



Campaign templates

Planning templates for activities with run-up and processing periods.

- For example, you only need to set up a template for ad campaigns once - when planning a specific campaign, the individual project phases, their duration and sequence can be automatically entered in the Marketing Planner
- Central pool of project templates which can be configured individually
- Use the template at the push of a button
- Automatic consideration of run-up and processing time
- Of course, it is also possible to edit the project plan at a later point in time



Budget overview and planning

Distribution and compilation of budgets at project and time level

- Automatic calculation of budget sums for projects even on a monthly basis, as well as residual budgets
- Warnings appear if inconsistencies in planning occur
- Display budgets and incurred costs
- Optional budget approval processes and display of already approved or firmly planned budgets
- For each invoice entry you can enter your actual information and are therefore able to maintain an overview of the status of your costs, which are also shown visually using status bars



Cost tracking

Cost tracking that is always up to date by including incoming invoices.

- Quick and easy compilation of incurred costs
- Automatic calculation of project and overall costs
- Visual status display regarding budget utilization on a project basis, as well as on a monthly and company basis
- Optional connection to your company's ERP system for automatic invoice import



Reports

Access reports on budgets, activities and ROI at the push of a button.

- Analyses regarding budget distribution, budget/actual comparisons, activities and success measurement as a graph and as download for presentations and documents
- PDF download of calendar overview
- PDF and MS Excel download of budget planning



KPI measurements

Definition of KPIs (Key Performance Indicators) to measure the success of campaigns and activities.

- Comprehensive and company-specific definition of Key Performance Indicators
- Calculated target values can also be comprehensively defined by the use of formulas
- Definition of objectives per activity or campaign with reminder dates for compiling achieved results
- Compilation of achieved results and automatic calculation of the attainment level / ROI
- Graphics-based reports on KPI measurements, such as best and worst performing projects, and comparisons of the ROIs of multiple activities or campaigns



Approval processes

As an option, approval processes can also be defined for activities and budgets.

- Definition of approval workflows for the approval of budgets and campaigns
- Automatic processing of these workflows through BrandMaker
- E-mail and dashboard notification about updates and required action



Dashboard

All information at one glance: Current tasks and projects, budget status, goal attainment and more.

- User-specific configuration of the dashboard to ensure that each user has access to the information that is relevant to him/her
- Different building blocks such as budget status, current projects, project status, expected approvals, reports etc.



Dimensions and Filters

User-specific view for planning and quick access to required information.

- Dimensions are company-specific and selectable attributes which are added to projects and campaigns and according to which views can be filtered - for example, target group addressed, internal organizational unit in charge, or the relevant product line.
- BrandMaker Filters enable you to set up user-specific views, for example, by company area, product line or target group.
- Comprehensive definition of available dimensions
- Addition of one or more dimensions to projects and activities in the planning process
- Preparation of own views and storing these views as a template
- Free sorting and filtering of calendar structure using the dimensions



Optional connection to other systems

Flexible interface for data exchange with third party systems.

- Connection of Marketing Planner to existing ERP systems: automatic import into Brand Maker of budget data, project numbers, invoices etc.
- Connection to other systems, e.g. CRM or Data Mining Tools for campaign planning

Marketing Planner Add-Ons



Trade Marketing Planner

Integrate the planning of local activities and information from your retail and franchise partners in BrandMaker.

Use BrandMaker to represent your local marketing processes at retailers, franchise partners and branch offices. They work with their own reduced version of the planning overview which only shows those contents which are relevant to them.

The practical and extremely user-friendly user interface allows local marketing managers to view all information on planned campaigns very quickly and easily. This ensures that your sales partners obtain up-to-date information on marketing activities more quickly.

Components of the Trade Marketing Planner:

- Activity overview and reduced view for decentralized partners.
- Task and milestone planning.
- Can also be used as a planning tool for in-house activities by local partners, e.g. car dealer or branch planner.



Campaign Wizard

BrandMaker's Campaign Wizard supports the concept-appropriate execution of decentralized marketing activities.

The Campaign Wizard guides retailers and branch outlets through the implementation of centrally-designed activities along a 'red line'.

This ensures that local marketing activities are carried out as envisioned by head office. Local planning and execution of individual activities is professionalized, brand awareness at the end customer is improved, and the easy process motivates your retail partners to participate in marketing activities.

Quantitative and qualitative analyses regarding participation in the activities are generated for the head office; along with feedback regarding the work of their decentralized units and the success of the concept.

Components of the Campaign Wizard:

- Well-organized illustration of the components of a marketing activity and way in which information is communicated.
- Instructions for planning and carrying out individual decentralized marketing activities.
- Adoption of activities in own planner.
- Planning tool for planning individual activity components at the decentralized locations.
- Living Diary - Reminder function and task calendar for decentralized marketing employees.
- Facility for the head office to monitor participation in marketing activities.