



From Silos To Success

Aligning Business and Marketing Goals





**THOSE
THAT
DARE**

Marketing Strategy and Strategy Support

Who Are We?

50 years between us of experience across digital and marketing.

We focus on supporting marketing teams to produce strategies that get C-suite approval, secure budget, and reach goals faster with reduced friction – making your job much less stressful.





**Anna
Bravington**
Co-Founder &
Strategist

**Ann-Marie
Reacord**
Co-Founder &
Strategist



66%

**of top-performing
companies have
alignment between
marketing and other
company functions**





86%

**marketers are
failing to align
their marketing
with business goals**

Bright

DMA Awards Metrics Chaos

DMA said, marketers used a “bewildering” number of metrics (170 in total) to measure the effectiveness of campaigns.

The DMA categorised 41% of the submitted metrics as “vanity metrics” and **only 6% as “business metrics”**.

DMA Report – Insights from 1000 marketing campaigns submitted to their awards.





The Importance Of Alignment

Why Alignment Matters

Misalignment can lead to wasted resources, missed opportunities, and team friction

It bridges the gap between marketing initiatives and overarching business objectives

Alignment ensures that all teams are working towards the same goals, maximising resources and efforts

Helps in getting buy-in from higher-ups, ensuring marketing gets the necessary support and budget

Avoiding Silos

Lack of communication between departments

Redundant efforts lead to wasted resources

Inconsistent messaging across different channels

Marketing campaigns that don't align with business objectives

Frustration and a feeling of being undervalued or unheard

Alignment Brings Results

Organisations with aligned departments can achieve up to 38% higher sales win rates.

Aligned organisations save 30% on their customer acquisition cost. Plus, their customers have a 20% higher lifetime value.

Companies with “tightly aligned” departments reach 24% faster revenue growth and 27% quicker profit growth for three years.

Helps in getting buy-in from higher-ups, ensuring marketing gets the necessary support and budget.

A decorative border consisting of multiple concentric rectangular frames in the colors of the rainbow: red, orange, yellow, green, blue, and purple. The frames are slightly offset from each other, creating a layered effect.

Connecting Goals

What are your business goals?

- **To increase revenue?**
- **Improve customer retention?**
- **Gain market share?**

Now, consider your marketing goals.

Do they mirror your business goals?



It's common for companies to believe that their business and marketing goals are the same.

While the two sets of goals are related, they need to be separate to achieve success.

Business goals are high-level objectives that directly affect the entire company.

Marketing goals are measurable objectives of marketing initiatives that support your business goals.

For example, if one of your business goals is to increase new customer sales, your marketing goal may be to bring in a certain number of leads each month.



Rubbish Objectives



Increase
Sales

Post More
on Insta

Get More
Customers

Get
Featured In
The News

Sell More
Stuff

Win More
Awards

An Incredibly high-level goal is often: “increase revenue.”
But it’s important for goals to be SMART, too.

Specific

What’s the precise objective you’d like to achieve?

Measurable

How will you measure progress?

Attainable

Can the objective be accomplished with the provided resources?

Relevant

Does this objective support your business goals?

Time-Bound

Is there a realistic yet ambitious deadline for meeting this objective?

To make the broad business goal of “increase revenue” SMART, make it more specific, add metrics and assign a timeline.

The SMART goal might look like this:

Increase revenue 15% by year-end 2023



Business Goals Examples

To scale the business by 20% this year

To break into a new sector, securing 10 new target sector clients within 5 years

To launch 5 new products by the end of the financial year

To sell their products in 5 of the UK's leading supermarkets within 5 years

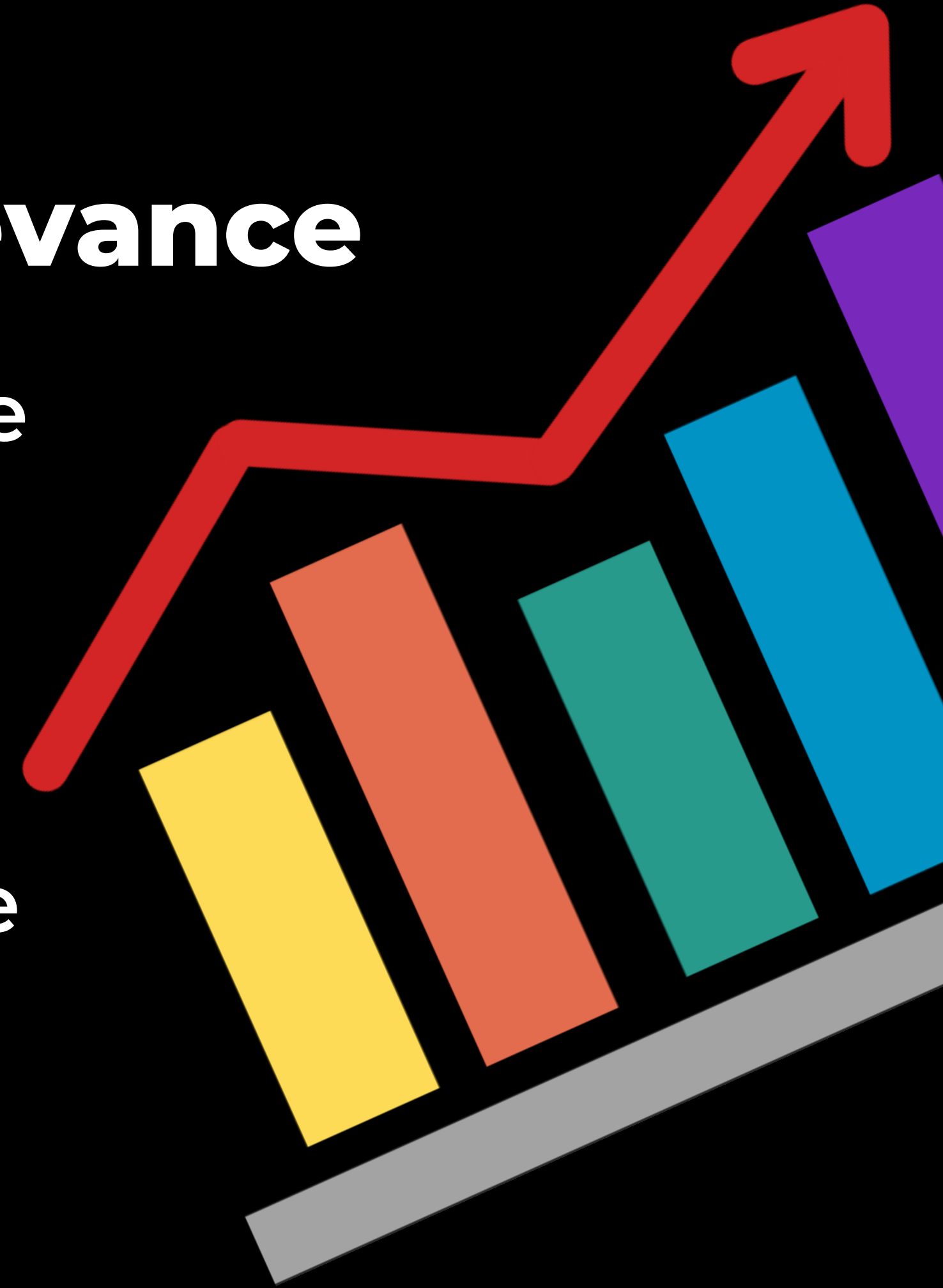
Increase returns to shareholders by 10% in 2024

Increase market share by 5% by August 2024

Achievability and Relevance

The A and R in SMART – become apparent as you fine-tune your goals.

That fine-tuning begins by asking questions about why the goal is important and what problems you're trying to solve.



...dig a little deeper

Q: Why do we need to increase revenue?

A: Revenue has declined over the last two years.

Q: Which customer segments are showing stagnant growth or declining sales trends?

A: Sales to existing customers have remained steady, but we've seen a fall-off in new customer acquisition.

Q: How does the competitive landscape look?

A: Emerging competition has led to increased marketing activity from existing competitors. We've noticed increased media coverage and social conversations for our competitors but not our brand.

Q: Where can we expand our market presence demographically and geographically?

A: About 75% of current customers are women, aged 35-55, living in the North from Leeds to Manchester. We grew slowly in the South, but a new competitor has stalled our growth there.

Marketing Meets Business Goals

Once you have specific information about the problems the goal is meant to solve, you can then tailor marketing to suit it.

- Let's assume you want to generate 15% more in new customer revenue by year-end 2023
- Start with what you already know about new customer revenue



Last year's new customer revenue was £1m

- £1m + 15% growth = £1.15m
- You need to generate £150k in sales

The average new customer sale is £200

- £150k divided by £200 = 750 new customer sales
- You need 750 new customers

One out of 10 prospects makes a purchase

- So, your conversion rate is 10%
- You need to generate 7.5k prospects to acquire 750 new customers

The buying cycle for new customers is one to two months.

With that information about new customer revenue, you now have a specific goal for your marketing team:

Generate 7.5k prospective new customer leads by 30 Sep 23

Another Example

So, imagine you work within a charity, and your overarching business goal is:

To build a new centre by 2027

When it comes to setting your marketing goal, you'll need to consider the amount you'll need to raise to get you there.

So, your marketing goal could be:

To increase cash flow and raise £500k in donations via the website before the end of the financial year.

Case Studies – Goal Alignment

Short Term

GAME

Long Term

City &  Guilds

Tracking Progress



A Shared Framework

Having a shared framework helps everyone align and speak the same language.

Predesigned frameworks such as OKR, NCT etc are great, or you can create your own. As long as everyone uses it and it is clear, then it's a winner.



Let's Look At OKR

“OKR” stands for Objectives and Key Results.

A goal-setting and leadership tool for communicating what you want to accomplish and what milestones you'll need to meet to accomplish it.



**83% of companies
agree that OKRs
have a positive
impact on their
organisation**

Sooo, What Do OKRs Look Like?

Imagine...

A B2B SaaS company that provides cloud management tools for medium to large enterprises.





High-Level Company Objective

**Expand market share and
increase brand awareness
in the enterprise cloud
management space.**



Business OKR

Objective: Increase the number of enterprise contracts by 20% in Q2.

Key Results:

- 1. Secure 15 new enterprise contracts by the end of Q2.**
- 2. Achieve a 90% retention rate for existing enterprise clients.**
- 3. Launch two new features based on top client requests and feedback.**



Marketing OKR

Objective: Boost brand visibility and engagement among potential enterprise clients.

Key Results:

- 1. Increase website traffic from enterprise-related search queries by 30%.**
- 2. Host 3 webinars targeting enterprise decision-makers, with at least 500 attendees in total.**
- 3. Achieve a 25% increase in demo requests from enterprise leads.**
- 4. Collaborate with 5 industry influencers or thought leaders for content partnerships or guest posts.**

4

Alignment Strategy

- **Collaboration on Content:** The marketing team will work closely with the product team to create content around the new features being launched. This ensures that the content is accurate and highlights the value proposition effectively.
- **Feedback Loop:** The sales team will provide feedback from potential clients to the marketing team. This will help in refining marketing messages and targeting the right audience segments.
- **Joint Initiatives:** Both teams will collaborate on hosting webinars. The product team can provide in-depth demos, while the marketing team handles promotions and follow-ups.
- **Data Sharing:** Marketing will share analytics on website traffic, demo requests, and engagement metrics. The business team will share contract conversions, client feedback, and feature usage data. This shared data will help both teams understand what's working and where improvements are needed.



Steps To Alignment

Define Clear Objectives

Clearly defined objectives give direction and purpose to marketing campaigns and ensure that marketing efforts directly contribute to business goals.





Develop A Unified Strategy

**A cohesive plan ensures
that all marketing efforts
align with and support
business objectives and
helps get stakeholders'
buy-in.**

Document Strategy & Metrics

Make sure things are written down. So that everyone is on the same page.

36%

of marketers don't document their marketing strategy at all

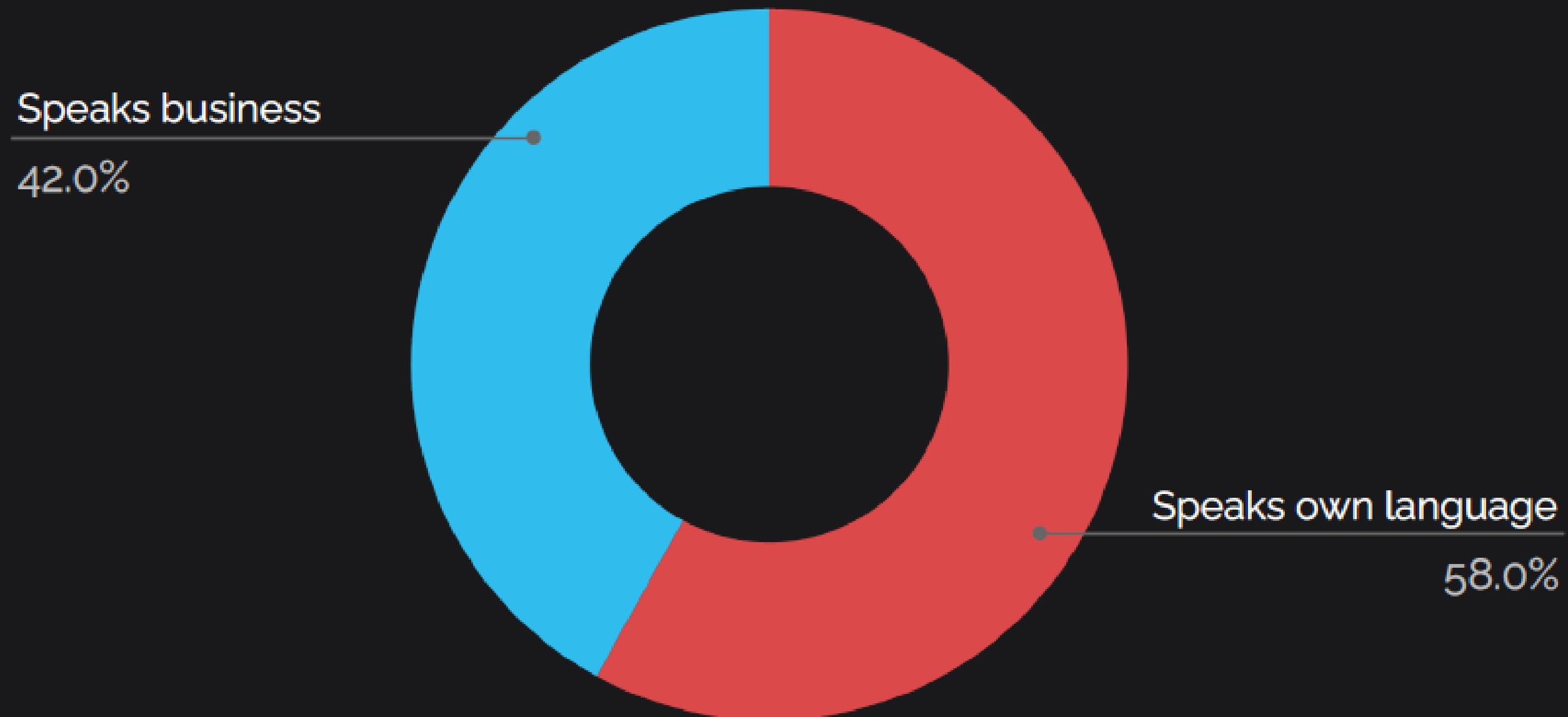
47%

only document a portion of it



Speaking the Same Language

Make sure you're speaking the language of business – ROI, market share, business growth, etc.



Open Communication Channels

Encourage open dialogue between teams to understand and align on objectives.

Platforms like Slack can facilitate quick and transparent communication.

60% of companies have no long-term strategy in place for their internal communications.

...and make communication diverse

Different meeting formats
(informal / formal /
agenda / creative)

Thinking time before and
after meetings

1:1 and group interviews

Internal feedback forms,
polls, and online forums

A stylized graphic on the left side of the slide. It features a large, light blue speech bubble with a thick black outline, pointing towards the right. Inside the speech bubble, there are several smaller, light blue human figures with thick black outlines, arranged in a group. The background of the slide is black.

Collaborative Planning Sessions

**Teamwork leads to
diverse perspectives and
more comprehensive
strategies, fostering
unity and shared
purpose.**

Regular Cross-Departmental Meetings

Regular meetings ensure everyone is on the same page and can address any concerns or roadblocks. Helps in understanding the challenges and successes of other departments.



Teams that collaborate effectively can tap into diverse skill sets, leading to more innovative and effective campaigns.

Shared Platforms and Tools

Tools like Slack, Trello, and Asana can help in sharing updates, project management, and idea generation.

This ensures everyone is updated and fosters collaboration, reducing the chances of redundant efforts.

44% of employees want a wider adoption of internal comms tools.

Ring Central





**Want Some
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Goal
Alignment

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Analysis

Measurement
& Results

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Education &
Advocacy

Documented &
Communicated
Strategy

Regular &
Insightful
Updates

Cross-Team
Collaboration

Innovation
and Future-
Proofing

Goal Alignment

10%
Off

Ensures all marketing efforts are directed towards achieving the company's overarching goals, leading to better ROI.

Outcome: A clear roadmap and document of how goals connect and how to communicate them.

- Review of current company objectives and vision
- Alignment workshops with key stakeholders
- Strategic mapping sessions & OKR/framework setup
- Goal-setting workshops using SMART criteria

From £2,500



The slides



thosehatdare.com