



The 5 Essentials To Successfully Implement A Marketing Plan

Every revenue growth plan has two parts: **strategy** and **execution**. Strategy matters — but most plans don't fail because the strategy was wrong. They fail because it was never executed properly. A decent strategy, executed relentlessly, will beat a brilliant strategy that sits half-finished on a whiteboard, every single time. Run your plan through these 5 essentials before you blame the strategy for a problem that's actually about execution.

1 Clarify The Goal(s)

- ☐ Every goal and success measure is specific, reasonable, and documented
- ☐ Everyone on the team is 100% clear on — and bought into — the goal(s)
- ☐ Every major goal has one owner who is ultimately responsible for hitting it
- ☐ That owner has the authority, budget, and time needed to get it done

2 Put The Plan In Writing

- ☐ You've done the "backwards math" from the goal to identify your leading indicators
- ☐ You've identified and prioritized the campaigns and activities that drive those indicators
- ☐ Those activities are assigned to someone willing, committed, and capable of doing them well
- ☐ You revisit the plan weekly to reassess and adjust as needed

3 Build A System Of Measurement

- ☐ Every leading indicator has a clear definition — what it is, how and why it's tracked, and who owns it
- ☐ Leading and trailing indicators are reported to the team weekly by the person who owns them
- ☐ Those numbers are posted publicly for the whole team to see
- ☐ They're calculated and reported the same way every time — unless everyone agrees to change it

4 Install A System Of Accountability

- ☐ Every goal and every indicator has one named owner
- ☐ That ownership is written into the person's job description — no ambiguity about who's on the hook
- ☐ The owner reports on it at an agreed cadence — daily, weekly, monthly, or quarterly
- ☐ There's a real reward for hitting it and a real consequence for missing it

5 Find A BIG Motivating Reason Why

- ☐ The person responsible for the goal is genuinely fired up and committed to hitting it — no excuses, no finger-pointing, no blame



About Robin Robins

Founder of Technology Marketing Toolkit and a 25-year veteran of direct response marketing for the MSP industry. Robin works with independent MSP owners as a fractional CMO, turning strategy into revenue.

