

# SAS<sup>®</sup> Marketing Operations Management – Strategic Planner

Gain clear visibility into every aspect of your marketing operations

## What if you could ...

### Define parameters for each marketing plan

What if you could define and capture all parameters relevant to your marketing plans – including products, targeted customer segments, marketing and distribution channels, objectives, expected and actual results, execution time lines, etc.?

### Forecast and allocate budgets

What if you could forecast monthly or quarterly expenses and allocate budgets for different campaigns based on cost centers?

### Track marketing ROI

What if you could associate the objectives for each marketing program and campaign with expected results, as well as retrieve actual results in terms of measurement type (numeric, percentage, range, etc.), time period and frequency?

### Track schedules and expenses at multiple levels

What if you could easily track campaign schedules and associated expenditures at multiple levels – from the rolled up campaign level all the way down to the marketing activity level – whenever you needed to?

## You can. SAS gives you The Power to Know<sup>®</sup>.

## Learn more

To learn more about SAS Marketing Operations Management, visit us online at: [sas.com/marketingoperations](http://sas.com/marketingoperations)

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## How SAS<sup>®</sup> Can Help

Alignment between an organization's marketing plans and its corporate goals and objectives can be difficult to achieve. That's because it is largely dependent on how effectively key stakeholders collaborate to create and approve marketing plans – and how easy it is for marketing teams to use approved plans to design and execute associated marketing activities.

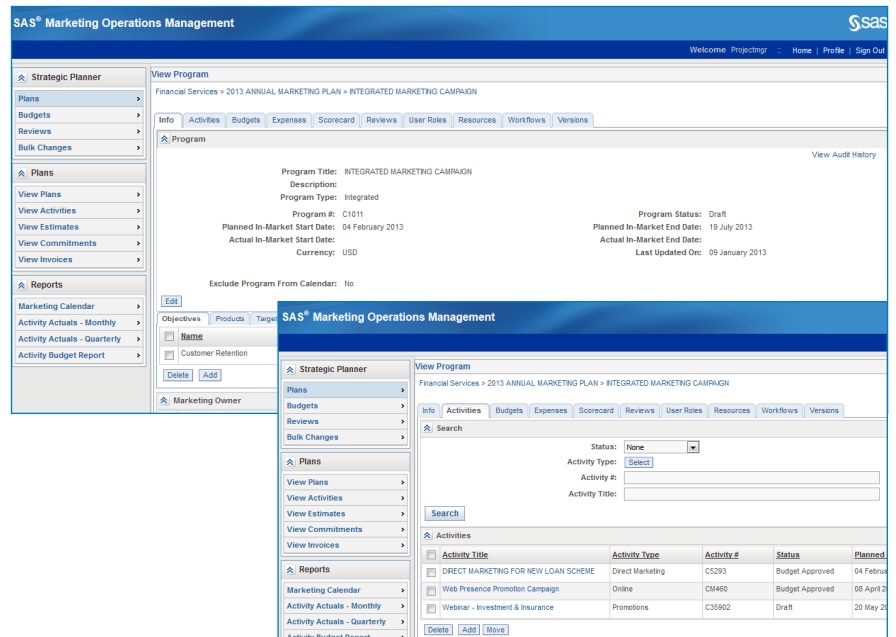
The Strategic Planner module of SAS Marketing Operations Management facilitates collaboration among key stakeholders by providing full visibility into marketing plan objectives and schedules, along with mechanisms to enable stakeholders to transparently work together to create and approve plans.

With the Strategic Planner module, you can define and track marketing plans, including all associated programs and integrated campaigns. All parameters

relevant to a campaign are captured and can be used to automatically create and update marketing calendars, as well as run a variety of marketing reports.

In addition, the Strategic Planner module provides financial management capabilities that enable you to:

- Identify campaign funding sources.
- Track expenses and schedules at multiple levels throughout the year as market conditions change.
- Forecast and allocate marketing plan budgets based on cost centers.
- Gather vendor estimates, and approve them via a specified workflow.
- Link marketing objectives to expected results for each program and campaign.
- Retrieve actual results by measurement type (numeric, percent, range, etc.), time period and measurement frequency, and use this information to set up and track key performance indicators (KPIs).
- Track marketing effectiveness and ROI.



The screenshot displays the SAS Marketing Operations Management Strategic Planner interface. The main window shows a 'View Program' view for 'Financial Services > 2013 ANNUAL MARKETING PLAN > INTEGRATED MARKETING CAMPAIGN'. The program details include: Program Title: INTEGRATED MARKETING CAMPAIGN, Description, Program Type: Integrated, Program #: C1011, Planned In-Market Start Date: 04 February 2013, Actual In-Market Start Date, Currency: USD, Program Status: Draft, Planned In-Market End Date: 19 July 2013, Actual In-Market End Date, and Last Updated On: 09 January 2013. Below this, there is a table of activities with columns for Activity Title, Activity Type, Activity #, Status, and Planned. The table lists activities such as 'DIRECT MARKETING FOR NEW LOAN SCHEME', 'Web Presence Promotion Campaign', and 'Webinar - Investment & Insurance'.

Activity Title	Activity Type	Activity #	Status	Planned
DIRECT MARKETING FOR NEW LOAN SCHEME	Direct Marketing	C5293	Budget Approved	04 February 2013
Web Presence Promotion Campaign	Online	CM460	Budget Approved	09 April 2013
Webinar - Investment & Insurance	Promotions	C35902	Draft	20 May 2013