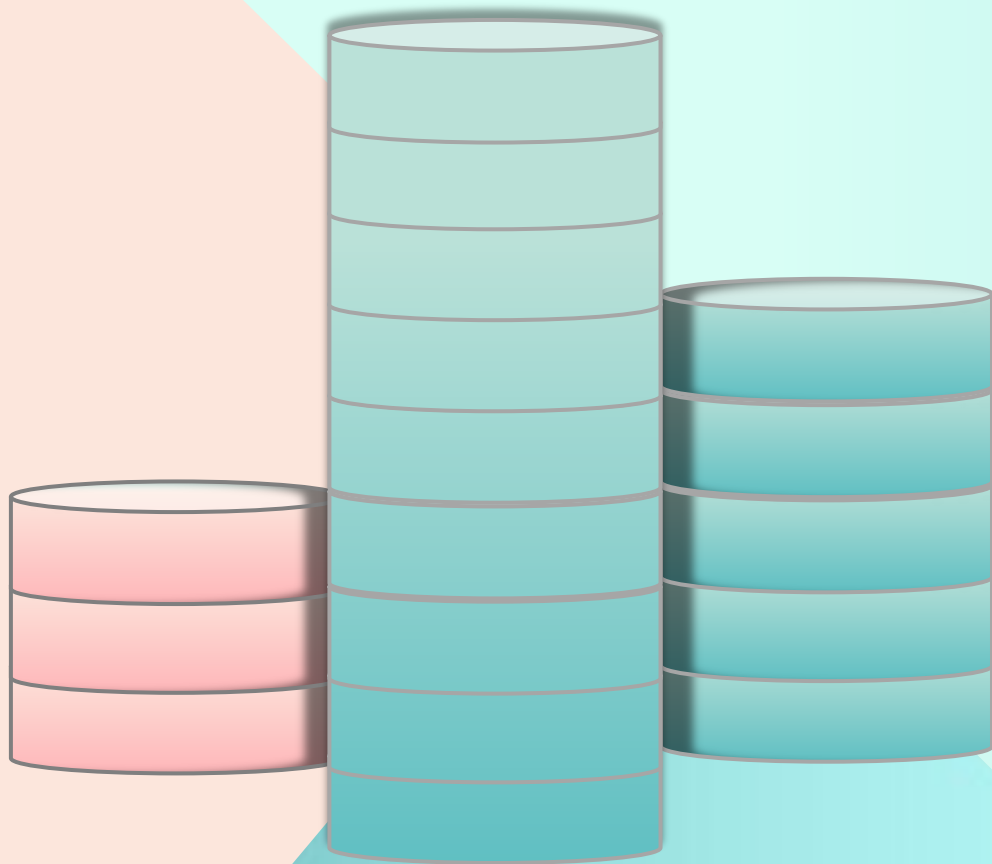


MARKETER'S HANDBOOK TO

HOW TO GET YOUR DREAM MARKETING BUDGET FOR 2022



sellforte

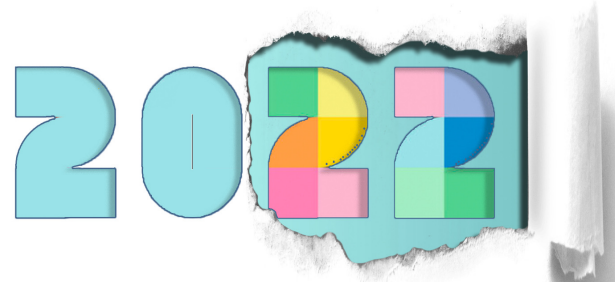
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WHAT'S HAPPENING FOR MARKETING IN 2022

This is it. In 2022 we will finally start to return to normal.

After substantial cuts to marketing departments, companies are now gearing up for post-pandemic period that's defined by a lot brighter tomorrow than what the past fortnight has been.

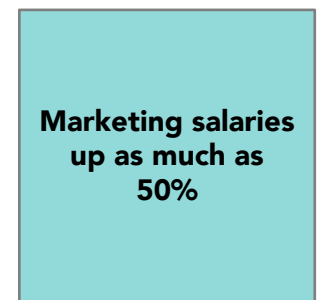
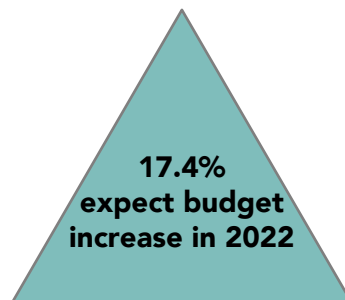


Digital marketing spending has grown to comprise 58% of marketing budgets, and it's projected to grow by 14,7% in 2022.

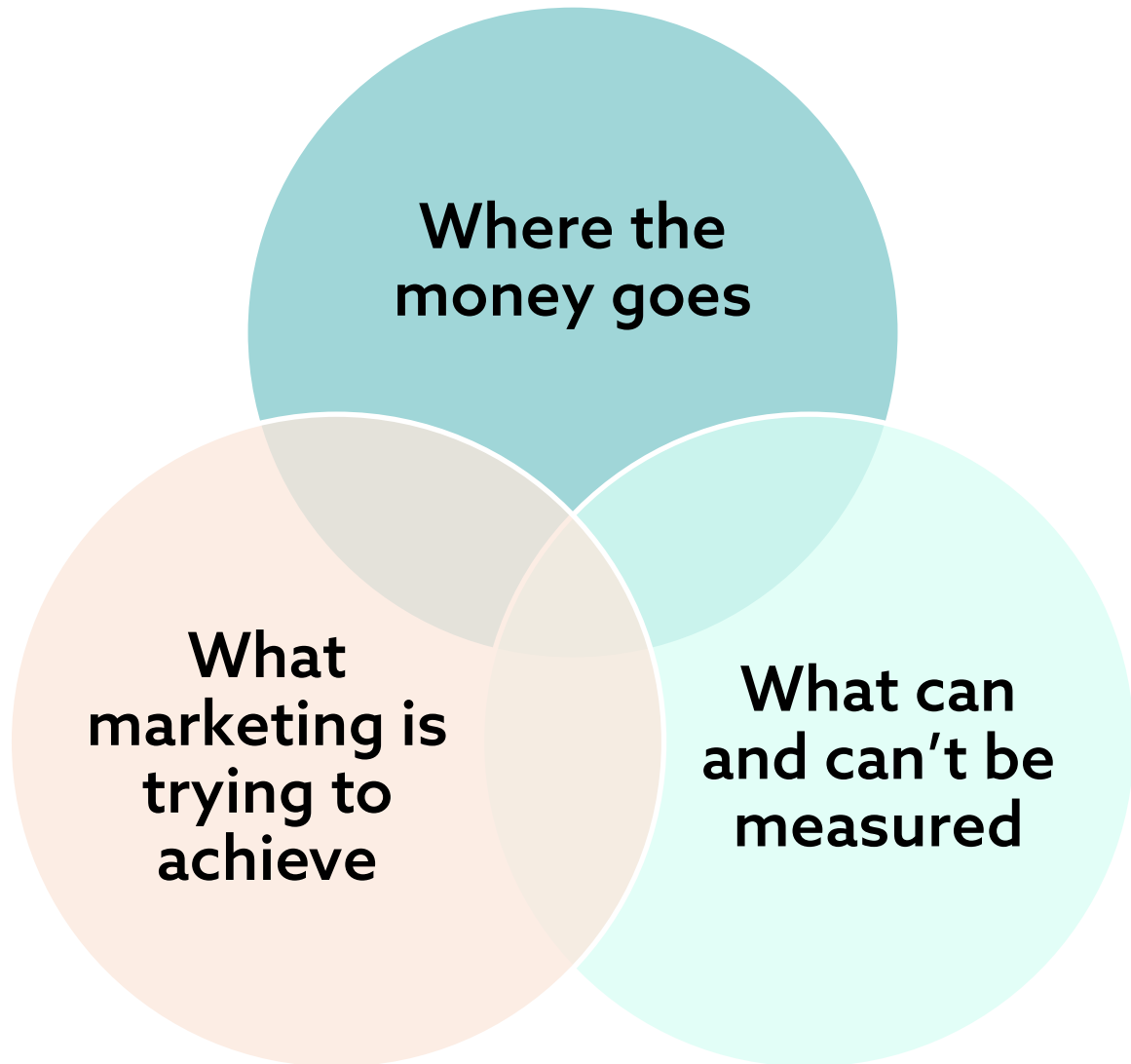
Along a strong momentum on digital touchpoints, more and more companies have been reporting additional investments into their digital presence (e.g. [Yum! Brands](#), [Next](#)). At the same time almost half (47%) of respondents say they plan to recruit additional marketing staff over the next three months.

A net balance of 17.4% of companies expect their marketing budgets to increase over the next 12 months (12.8% registered upwards budget revisions in the third quarter of 2021), with main media advertising being the most attractive investment category.

On top of the budget increases, companies are also investing into their internal marketing capabilities – particularly at the senior levels – with marketing salaries up as much as 50%. The demand for agency talent is also on the rise – the number of roles posted on The Dots were 300% higher by June (YoY comparison).



WHAT THE FINANCE TEAM WANTS TO HEAR



In a nutshell, strong relationship between Finance & Marketing is built on relentless communication.

Don't just talk to your finance team when you need money. Start by explaining what you want to achieve with your marketing plan and how it links back to wider business strategy. Build trust and alignment by being honest what can and what can't be measured, and try to get as much data as possible *before and during the campaign* to avoid appearing as a black box investment.

WHAT THE FINANCE TEAM WANTS TO HEAR

What marketing is trying to achieve

As in any other business area, marketing also needs to have a narrative behind the decisions. Explain what you're trying to achieve and why. The why-part is especially important – [it is often the leading factor in inspiring action](#) – so spending time to really explain the context, the concept and the motivation behind this concept helps the finance team to get on board and you the get a buy in.

What can and can't be measured

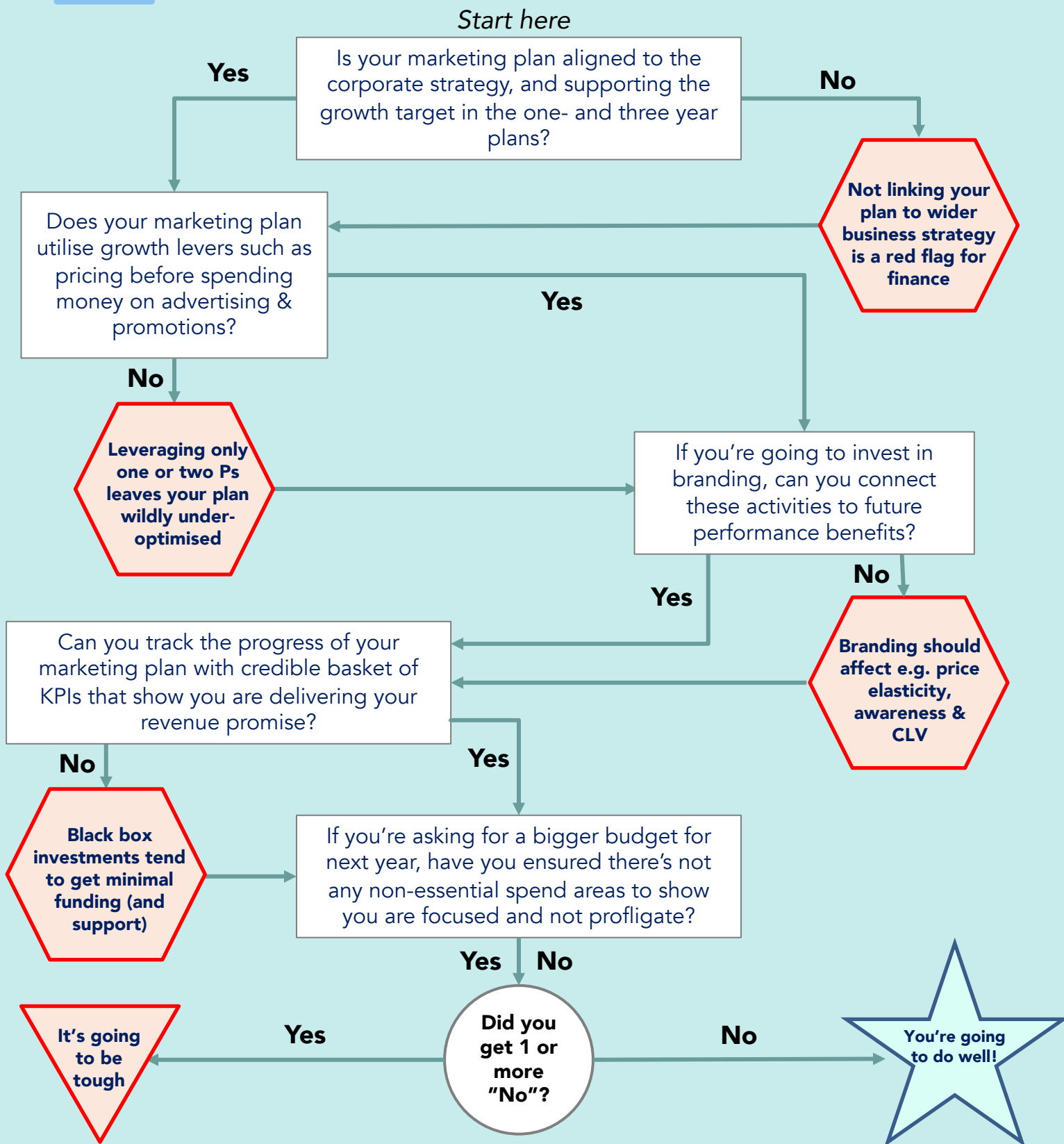
After setting the scene, it should be clear what kind of direct and indirect KPIs will track whether something's working or not. Try to also get as close to real time information from the campaigns as possible. The ability to adjust and improve things helps to avoid marketing being perceived as a black box investment – which is exactly what finance team dislikes.

It is also important to be honest about things that can't be measured. Marketing includes many qualitative aspects that data cannot capture, and trying to force them under quantitative analysis can greatly hinder the trust between finance and marketing.

Where the money goes

Ultimately, the finance team wants to know how the budget is being invested. BUT, as you've treated the finance team as part of the marketing team and not as a bank (which is usually the case), you'll have much more easier time negotiating the budget. The finance team might even challenge you to go for a higher target, as they can see how marketing fits into the wider business strategy.

FLOWCHART FOR STRESS TESTING YOUR MARKETING PLAN



HOW "FINANCIAL" YOUR MARKETING FUNCTION IS CURRENTLY - CHECKLIST

If you should check boxes below, how many of those would you get?

- ☐ Your sales is treating marketing as a support function
- ☐ Marketing is many time working as a assistant to sales
- ☐ Almost nobody is interested in marketing KPIs (such as awareness)
- ☐ Sales opinion always overrules marketing's opinion
- ☐ Marketing is executing ad hoc ideas from sales
- ☐ It feels as marketing is not respected in any ways
- ☐ Every year this time your company is thinking, how much less you are going to spend on marketing next year.

If you checked more than 4 of the boxes, the reason probably is that your marketing function has not been able to prove its real contribution. And by *real* we mean contribution in euros. Contribution to the bottom line.



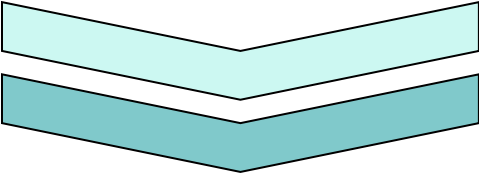
THE GOOD NEWS AND THE BAD NEWS

I have some good news and bad news for you. The bad news are that you will continue to be checking all those boxes as long as you will not be able to prove your contribution.

The good news is that we can help you.

Imagine that in the next budget negotiation both finance and marketing teams would sit on the same side of the table.

Now, wouldn't that be sweet?



**Find out your
marketing's
contribution to
bottom line**

