Marketing Automation Business Case

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# Purpose

The purpose of this tool is to help you design a Business Case for an investment in a Marketing Automation solution. A business case is a formal management communication document to justify and plan a project or investment by providing an opportunity overview, key success factors, assumptions & decision-making criterion, business impact analysis, sensitivity analysis, risks, contingency plans, and action-oriented recommendations.

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# How to Use this Template

Complete the following sections with your project team and/or stakeholders. Cut & paste this information into a document that reflects your corporate image and deliver your business case to senior executives to sponsor the project.

[Insert Company Name or Logo]

Business Case – (insert project title)

[Insert Completion Date]

Completed By: [Insert Project Manager Name]

Completed For: [Insert Project Sponsor Name]

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# Executive Summary

## What Problem does this Marketing Automation Business Case Solve?

Provide a brief description of the problems that this Marketing Automation business case was designed to solve. For example: Revenue growth opportunities: sales inability to see customer engagement makes it difficult to grow revenues (lead nurturing)

* Long sales cycle: sales are hindered due to difficulty in collaborating amongst staff on deals
* Productivity: inside sales reps are unproductive because they are spending too much time calling unqualified leads
* Communication: lack of communication between sales and marketing is delaying the sales process and sharing of lead generation data (Process Improvement)
* Database Integrity: data quality issues must be resolved (data collection and cleansing)
* Performance Measurement: inability to analyze marketing data, metrics and generate reports to make budget allocation decisions
* Cost-effective marketing: inability to conduct email marketing to targeted customers and prospects hindering opportunity for revenue
* Customer satisfaction: de-centralized customer information is causing frustration for sales staff who do not have visibility into customer service communications upon renewal
* Time saving: staff is spending time on repetitive, manual tasks that can be automated such as email

# Opportunity Overview & Key Success Factors

## Opportunity Overview & Project Purpose

In this section, put a positive spin on the solution you are recommending. Provide a description of how this project DIRECTLY relates to business goals and objectives. You need to obtain buy-in from your project sponsor, and projects that clearly fit organizational goals are more likely to be supported.

Document the impact your solution will have on the organization. Write from the perspective of each key stakeholder. For example:

* **Senior management**: better visibility into sales and marketing performance
* **Sales**: higher quality leads and greater ability to forecast sales accurately
* **Marketing**: performance measurement, lead nurturing and report generation
* **Customer Service**: ability to nurture customers & prospects
* **IT**: keep data in-house and integrate it with other applications (CRM, website, etc.)

## Project Scope

Implementing a Marketing Automation software solution is obviously unique to each individual business. You will need to provide a detailed document outlining the scope of the project. If you are planning on a phased approach, provide a summary of what each phase will look like from your perspective. Consider how many departments/stakeholders will be involved and document them. Also, if you decide to move forward using a phased approach, you will need to customize the following section accordingly.

For example:

Implementing a Marketing Automation software solution typically involves integrating data from various sources and formalizing the corresponding processes for staff in sales, marketing, customer service, and executives. Our project will be implemented in phases, with staff training included in each phase.

* **Phase 1: Business Objectives & Marketing Strategy** – Document business strategy and align corporate objectives with the overall marketing plan & strategy.
* **Phase 2: Marketing Requirements, Vendor Evaluation & Selection** – Conduct an audit of current marketing capabilities and complete a GAP analysis of current metrics vs. objectives listed in the marketing plan. Analyze GAPs and document requirements for the marketing automation software solution. Conduct a vendor evaluation using detailed scoring criteria and select the vendor that is the best fit.
* **Phase 3: Systems Integration** – Add client data from the CRM System to the marketing automation platform and integrate the two systems. Create information capture standards that will used to handle profile fields, notes, and documents. If required, install software and/or 3rd party applications on the appropriate computers. Import data from other lead sources and conduct testing. Add code to website for tracking prospects
* **Phase 4: List Building, Lead Scoring and Automation Rules** – Build lists, set up lead nurturing campaigns, allocate lead scoring criteria and set automation rules. –Additionally, set up sales alerts and reporting functionality.
* **Phase 5: Landing Pages & Testing** – Create landing pages & forms (if required) and conduct testing on all inbound lead sources. Ensure systems integration is working well.
* **Phase 6: Execution & Launch**- The marketing department will now be able to profile customers and prospects, create target lists, and use built-in email marketing to communicate with customer/prospects. Marketing will determine a schedule of communications and promotions per target segment.
* **Phase 7: Executive dashboards and reports** - Reports will be created, based on management needs to monitor customers, sales, and staff. Reports/dashboard KPIs may include: Opportunity Pipeline, Win/Loss Analysis, Lead status, Email Marketing Response, and others.

## Project Schedule

Following is a sample project schedule that you can customize further:

| Project Milestones | Deadline |
| --- | --- |
| **Phase 1 Deployment & Training** | May 1 |
| **Phase 2 Deployment & Training** | June 1 |
| **RFP Question Period Ends** | June 1 |
| **RFP Close Date** | June 1 |
| **Conduct Vendor Evaluations** | June 5 |
| **Award Contract to Vendor** | June 10 |
| **Phase 3 Deployment & Training** | July 1 |
| **Phase 4 Deployment & Training** | August 1 |
| **Phase 5 Deployment & Training** | August 15 |
| **Phase 6 Deployment & Training** | September 1 |
| **Phase 7 Deployment & Training** | September 15 |

## Key Success Factors

You must establish Key Success Factors to ensure your project is a success. Examples include adequate budget & resources, skill sets, project sponsorship, and time to execute the project amongst other priorities.

| Key Success Factors | Justification |
| --- | --- |
| **Budget** | Budget is required for software, consultation, and training to ensure success of the project and staff take-up |
| **Sales, Marketing, Customer Service Management Buy-In** | Management buy-in is required to ensure the system meets the needs of the department, and ensure staff take-up |
| **Executive sponsorship** | To ensure system and project is aligned with corporate goals, and to communicate with staff |
| **Resources** | Time will be required of management for detailed business analysis, and sufficient IT resources will need to be allocated on an ongoing basis to ensure success |

# Assumptions & Decision-Making Criterion

## Assumptions

List all the assumptions you made when creating this business case. Some examples of assumptions include: costs, savings, incremental returns, pricing, volume, or resource requirements such as expected consulting costs.

## Recommended Decision-Making Criterion

This section is useful for proposing the criterion that you believe a senior executive should consider when making a decision. The idea is to make it very easy for your sponsor to agree with your proposal, given that you have already completed the majority of the required critical thinking.

Following is a suggested prioritized list of proposed evaluation criterion:

1. Revenue and customer benefits
2. Cost-savings through productivity
3. Management performance insight
4. Time to deploy
5. Cost
6. Customer SLA from Vendor
7. Integration with Existing systems
8. Experience with our Industry

## Information Sources

Where did you go to learn more about this opportunity? Are your sources of information credible? What process did you take to do the research? Some examples include: vendor discussions, whitepapers, analyst firms, Google searching, conferences, peer-to-peer networking, and consultants.

# Business Impact Analysis

This section will outline the costs and benefits of the proposed initiative. Both quantitative and qualitative (intangible) benefits need to be documented here. Additionally, providing a “High/Low” adds an element of sensitivity analysis, which provides both a conservative and optimistic outlook for your proposed initiative.

## Incremental Cost/Benefit Analysis

Determine the projected incremental costs/benefits over a 3-year period. Insert your cost categories, a description of each, and a high/low estimate for each. Divide total benefits by total costs and multiply by 100 to obtain a %. Complete this worksheet for each use-case scenario, and/or project option.

**Please note:** The following worksheet has been populated with a few general assumptions, which provides a suitable example for the purpose of this template. That being said, it does not take some important metrics into consideration. A few examples of such metrics include:

* Decrease in sales cycle time
* Increase in revenue (increase win ratio)
* Increase in deal size, customer lifetime value
* Decrease in customer churn (increase in loyalty)
* Etc.

| Cost/Benefit Analysis Worksheet | | |
| --- | --- | --- |
| Project Costs | | |
| Costs | **High** | **Low** |
| Monthly Software Fee | $5000 | $500 |
| Consultation & Implementation (One-Time) | $50000 | $10000 |
| Monthly Maintenance Fee | $1000 | $0 |
| Training | $10000 | $10000 |
| Enter Other Costs Here |  |  |
| Enter Other Costs Here |  |  |
| **Total Costs/Year** | **$132000** | **$26000** |
| Project Benefits | | |
| **Benefits** | **High** | **Low** |
| Time saved on administrative duties (# hours) \* | $15600 | $1560 |
| Increased sales staff productivity (# hours) \*\* | $156000 | $15600 |
| Reduction in direct marketing expenditures | $100000 | $30000 |
| Enter Other Benefits Here |  |  |
| Enter Other Benefits Here |  |  |
| **Total Benefits/Year** | **$271600** | **$47160** |
| **% Benefits/Costs** | **206%** | **181%** |

\* Assumption: administrative duties cost $15/hour (ex. High: 2 admin @ 10 hours/week\*$15/hour\*52 weeks)

\*\*Assumption: Average Staff Salary is $30/hour (ex. High: 10 Sales Reps @ 10 hours/week\*$30/hour\*52 weeks)

## Qualitative/Intangible Business Benefits

What are the qualitative or intangible benefits that were not captured in the cost/benefit analysis worksheet?

1. Improved customer & prospect communications (personalization)
2. Time saved and greater visibility for all staff with closed-loop relationships and centralized information for sales, marketing, customer service
3. Greater management visibility into operations & performance
4. Enhanced flexibility for marketing which means faster reaction time to changing market conditions
5. Insert Qualitative Benefit #5

## Required Resources for Implementation

What are the required resources in terms of budget, staffing, consulting, or other expenditures related to moving forward with this business case?

For example:

* Budget, per section 4.1
* Staff Resources: IT administrator & marketing analyst – X hours/week
* Management in Sales, Marketing, Customer Service: commitment to cooperate with IT on business requirements, training, roll-out to their staff

# Risks & Contingency Plans

This section will outline the key risks that need to be mitigated and provide contingency plans for each identified risk. Risks include: lack of end-user adoption, project over-time/over-budget, technical risk, and senior management commitment.

## Key Risks to Mitigate

For example:

* Lack of management commitment
* Lack of end-user adoption
* Technical risk

## Contingency Plans

What is the contingency plan for each of the preceding risks?

For example:

To ensure commitment of managers in sales, marketing, and customer service departments, there will be a virtual committee/team formed for the Marketing Automation project. This team will be led by X, and their job will be to identify specific business requirements for the system, ensure two-way communication with staff, identify training requirements, and measure benefits gained.

To ensure buy-in from staff, the committee will be responsible for establishing a communication and change plan with a phased implementation. Management will also communicate upcoming changes with staff, highlighting the benefits of the system to staff and customers. After each phase of implementation, the group will gather feedback from the staff to incorporate updates or changes in the next phase.

Technical risks will be mitigated by ensuring our current IT infrastructure is compatible with the system, including email, mobile devices, and back-end systems.

# Recommendation

What is your proposed course of action? Insert your recommendations here.

## Action Plan

1. Approve budget
2. Approve staff resource allocation to project
3. Approve formation of Marketing Automation management committee to proceed with managing and reporting on the progress of the project