



# Part 2

## Using the Marketing Navigation System

### Case examples

Throughout this part of the book we will be referring to real case examples of marketing implementation programs.

From the Parker Hannifin Corporation we will be referring to both their *Winmap* and *OEM System* cases. The first is a good example of applying the principles of Marketing Navigation to a large marketing implementation program. The second is a good example of applying the Marketing Navigation System to a significant sales project.

The other cases have been written up from interviews by the authors with the people at the very heart of their implementation program. These cases are described in detail in Part 4 of this book.

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## How to plan your implementation journey

*The great thing about not planning is that failure comes as a complete surprise and is not preceded by long periods of worry and depression.*

John Perton, Boston College

### Summary

In this chapter we:

- Explain how to complete the first phase of implementation
- Dig down to find the causes of implementation failure
- Show the importance of doing a root cause analysis
- Discuss the importance of developing a change plan
- Reveal how you can improve your implementation chances straight away.

### ■ Introduction

This is the first phase of the implementation journey. In this phase you will need to understand what your marketing strategy (and plan) is seeking to achieve and then plan a route to get you there. This is done by being crystal clear about your marketing brief, diagnosing your current implementation issues, anticipating implementation problems ahead and planning your best route to success. This implementation plan is a vital additional element of an excellent marketing plan. Good work today will save many a weary night later.

## Key principles

- The marketing plan must be ready for implementation
- Do the implementation diagnostics
- Write a change plan
- Test this in a variety of ways
- Move firmly to the next phase only when ready.

Jigsaw Web Design provides a range of web design, search engine optimization, seminars and web hosting services in the UK. In the case below, Savannah Richards, their Senior Manager, tells the story of one client that tried to implement a new website without a strategic marketing plan.

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## Implementing with a bad plan: A start-up business

In June 2011 I received a phone call from someone (we will call her 'Jane') saying she was interested in using us to create a new website for them. We soon met and she explained that she was an entrepreneur and wanted to create a new social media business. In order for this business to compete more effectively we suggested two modifications: First, that we make online discounts a central part of the website. Second, that we allow advertising on the site to boost the revenues. Although the idea was somewhat sketchy, we used our own standard Web Design Brief to itemize the key requirements for the site.

Once she had approved the brief, we then got to work building the website and looking for potential advertisers.

By August the site had been built, an initial batch of advertisers had been added and it had gone live.

But not for long! After a few months, she decided that she needed to go back a step and write a strategic plan for the business. The project was then put on hold and the website removed from public view until a contact of hers (whom we will call 'Peter') had written the plan.

Peter duly completed this in October. Jane, Peter and our team then sat down to go through the plan and its implications for the website.

The plan was just ten pages of waffle! It called for a new website template but did not give any specifics on what the requirements were. It was a long