

ANA Member Action Plan (Sample)

CONFIDENTIAL

ANA Member: Company

Member Representative: John Doe

Needs/Challenges

ANA Deliverables

<p><u>Digital/Social media</u></p> <p>They don't feel they are currently "technically advanced", feel they are behind the curve. Looking for case studies and best practices on other companies who are considered best in class?</p>	<ol style="list-style-type: none">1. Attend the Digital & Social Media Conference on July 15 in New York, NY.2. Masters of Marketing Annual Conference - Oct 13-16, Rosen Shingle Creek, Orlando, FL. Complimentary ticket for Mary as our member rep.3. Have a team member join the Digital Marketing Committee - to benchmark, network and learn from peers. The next meeting is Sept 16 in NYC. A webinar and call in option is available.4. ANA to forward relevant insights from the MIC.<ul style="list-style-type: none">• How to Build a Social Media Strategy• Bank of America Mobile Marketing• BofA: Insights that Created Morris• Using Social Media to Drive Growth at Intuit• Insight Brief: Social Media – Here To Stay
<p><u>Advertising Financial Management</u></p> <p>Gain better synergies between agencies and drive efficiencies throughout their agency network and organization?</p>	<ol style="list-style-type: none">1. Suggest that they attend the next Financial Management Committee on June 16th Agenda to include:<ul style="list-style-type: none">• PROCUREMENT: THE GOOD, THE BAD, AND THE UGLY - A DEEP DIVE• BETTER MEDIA INVESTMENT DECISIONS AND PROVEN RESULTS THROUGH ROI BASED ANALYTICS• WHY AD AGENCIES NEED TO EMBRACE VALUE-BASED COMPENSATION2. In addition, the 15th Edition of Trends in Agency Compensation was just released today, you have to download this. 144 pages packed with great content which supports the role you play with the marketing teams. http://www.ana.net/publications/pubreleases/ The book is complimentary for members.3. Ensure that they get the links for presentations from 2010 AFM conference - http://ana.net/events/conferencemtq/AFM-APR10
<p><u>Integrated Marketing</u></p> <p>With media fragmentation rapidly occurring, Auto Inc requests help in finding a better marketing mix.</p> <p>How big a role will digital marketing be?</p>	<ol style="list-style-type: none">1. Recommend Auto Inc. team member(s) attend the Integrated Marketing Conference to network with peers and discover<ul style="list-style-type: none">- U.S. CELLULAR: INTERNAL INTEGRATION LEADS TO A BETTER CUSTOMER EXPERIENCE- MANAGING INTEGRATION- UNDERSTANDING THE CROSS-PLATFORM PLAYING FIELDThis Conference is being held October 27 in Chicago,IL2. The following white paper is from Prophet an ANA marketing partner on "Balancing the Marketing Mix"

<p>If we increase our spending on digital by 10% at the local level, what impact might it have on overall sales?</p>	<ol style="list-style-type: none"> 3. Request MIC put together package of integrated marketing learning – what do we know, don't know, who is doing this well, what are the issues surrounding this subject matter? 4. Suggest Auto Inc team member attend the ANA Integrated Marketing Communications in New York, NY on November 8. 5. Sample insights from ANA members only database <ul style="list-style-type: none"> • Why Disintegrated Marketing is so Easy and Integrated Marketing is so Hard – ANA Snapshot • Insight Brief: Brand Building: What's Your Brand's Reason for Being? – ANA Insight Brief
<p><u>Experiential Marketing</u></p> <p>Auto Inc is exploring shifting more focus from Advertising based Marketing to Experiential Marketing.</p> <p>How can we get consumers more involved with the Auto Inc brand? Can ANA provide best practices and case studies that show how other marketers have pushed the boundaries in this regard?</p> <p>How have other companies implemented a process to put this in place?</p>	<ol style="list-style-type: none"> 1. Set up conference call with MIC to determine available best practices, case studies articles, & guidelines for experiential marketing, brand building, direct marketing, outdoor space and other relevant insights included on this MAP. 2. Encourage Auto Inc to designate team member to actively participate in the ANA Brand Management Committee. The next meeting is October 8 in New York, NY. This will provide an opportunity to network, learn from peers and keep up with the latest trends. 3. Help Auto Inc gain insight into how other select members moved from Advertising based marketing to experiential. 4. Sample insights from ANA members only database <ul style="list-style-type: none"> • John Hayes: A Culture of Reinvention - ANA Snapshot • Insight Brief: Sponsorship and Event Marketing: Reaching the Consumer Everywhere – ANA Insight Brief
<p><u>Doing More With Less</u></p> <p>Competing with smaller budgets than the competition. Looking for case studies on how other companies successfully gained market share and increased profits while competing with a much larger competitor (ad spend).</p>	<ol style="list-style-type: none"> 1. ANA Marketing Insights Center to connect with rep – with Thought Leadership and case studies 2. ANA to forward relevant insights from the MIC. <ul style="list-style-type: none"> • Getting the most Bang for your Marketing Buck • Maximizing Production Spend • Microsoft's Digital Production Guidelines-Improve Quality for Less Money