



# **WOMEN IN ANALYTICS SESSION: CHANGE YOUR VIEW ON ANALYTICS: THINK SUCCESS PLANNING**

**Mary Owusu**

Vice President, Director,  
Digital Strategy & Analytics  
Mower



A close-up photograph of two hands shaking in a firm grip, with a shower of gold coins falling from the point of contact. The image is overlaid with a semi-transparent dark blue gradient.

# Marketing Success Plans

The One-Sheet Marketing Measurement Plans That CFOs Love.

**MARY OWUSU**

 @AnalyticsMary @MowerAgency. .... [bit.ly/mower-plan](https://bit.ly/mower-plan) [mowusu@mower.com](mailto:mowusu@mower.com)

**mower**



# mower



**Employees**



**Year  
Formed**



**Billings  
(in millions)**

mower

# Mower

NEW YORK • BOSTON • ATLANTA • CHARLOTTE • CINCINNATI • BUFFALO • ROCHESTER • ALBANY • SYRACUSE

**AdAge**

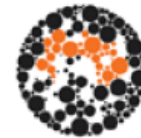
Top 10 Independent  
Agencies

**PRWeek**

Top Earned Media  
Agencies

**Chief!Marketer**

Top Engagement &  
Activation Agencies



**B2B Marketing™**

Top 5 Agencies

# Awards and Recognition



**Bulldog Reporter**

PR Agency of the Year



# Mower's Mary Owusu Was Doing SEO Before It Was Cool

'It's our desires that we type into Google'

By Lisa Lacy | 3 days ago

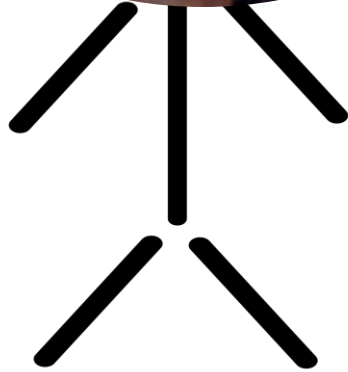
Vice President (Partner)  
Digital Strategy & Analytics

**Mower**



@AnalyticsMary @MowerAgency. .... bit.ly/mower-plan mowusu@mower.com







@AnalyticsMary @MowerAgency. .... [bit.ly/mower-plan](https://bit.ly/mower-plan) mowusu@mower.com

**mower**





Marketing

Measurement

Businesses that link **marketing metrics** to desired business outcomes are **2X** more likely to significantly exceed those **desired business outcomes.**



Businesses that link **marketing metrics** to desired business outcomes are **2X** more likely to significantly exceed those **desired business outcomes.**

Businesses that link marketing metrics to revenue targets are **3X** more likely to significantly exceed those **revenue targets.**





**Spending on marketing analytics** is forecasted to increase by more than 200% in the next three years.

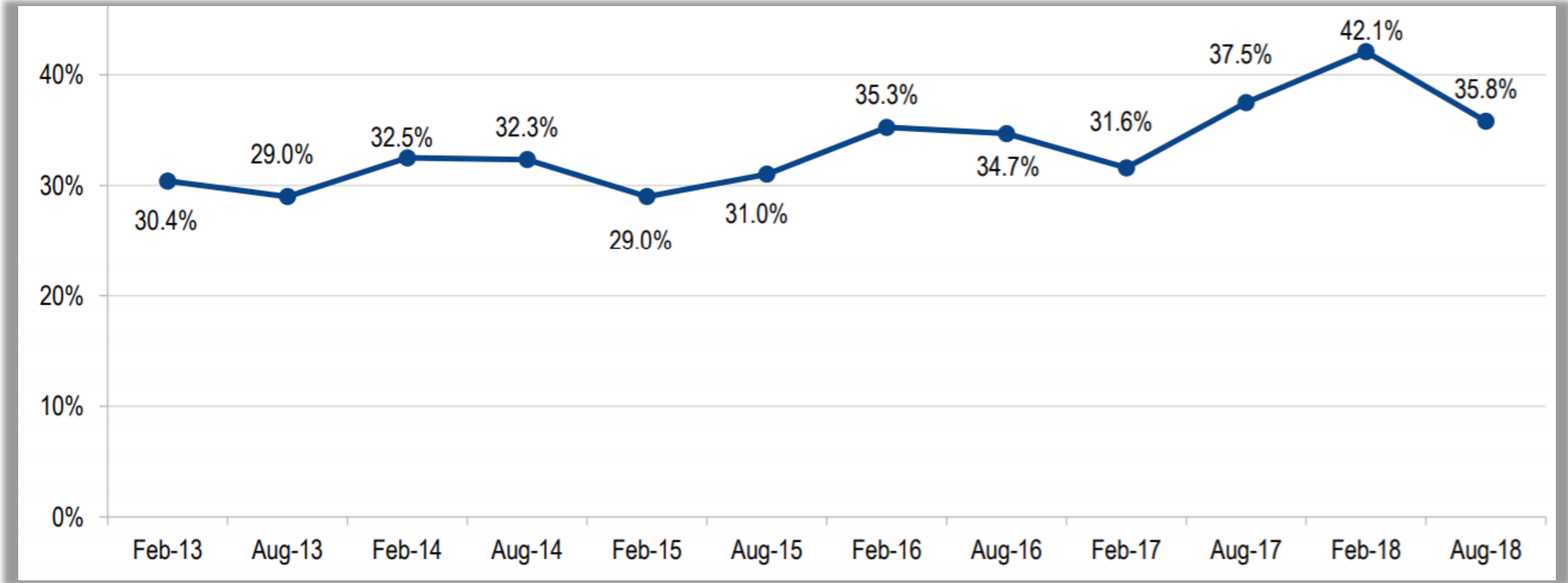
200%+

CMO Survey (Aug. 2018)



# But...

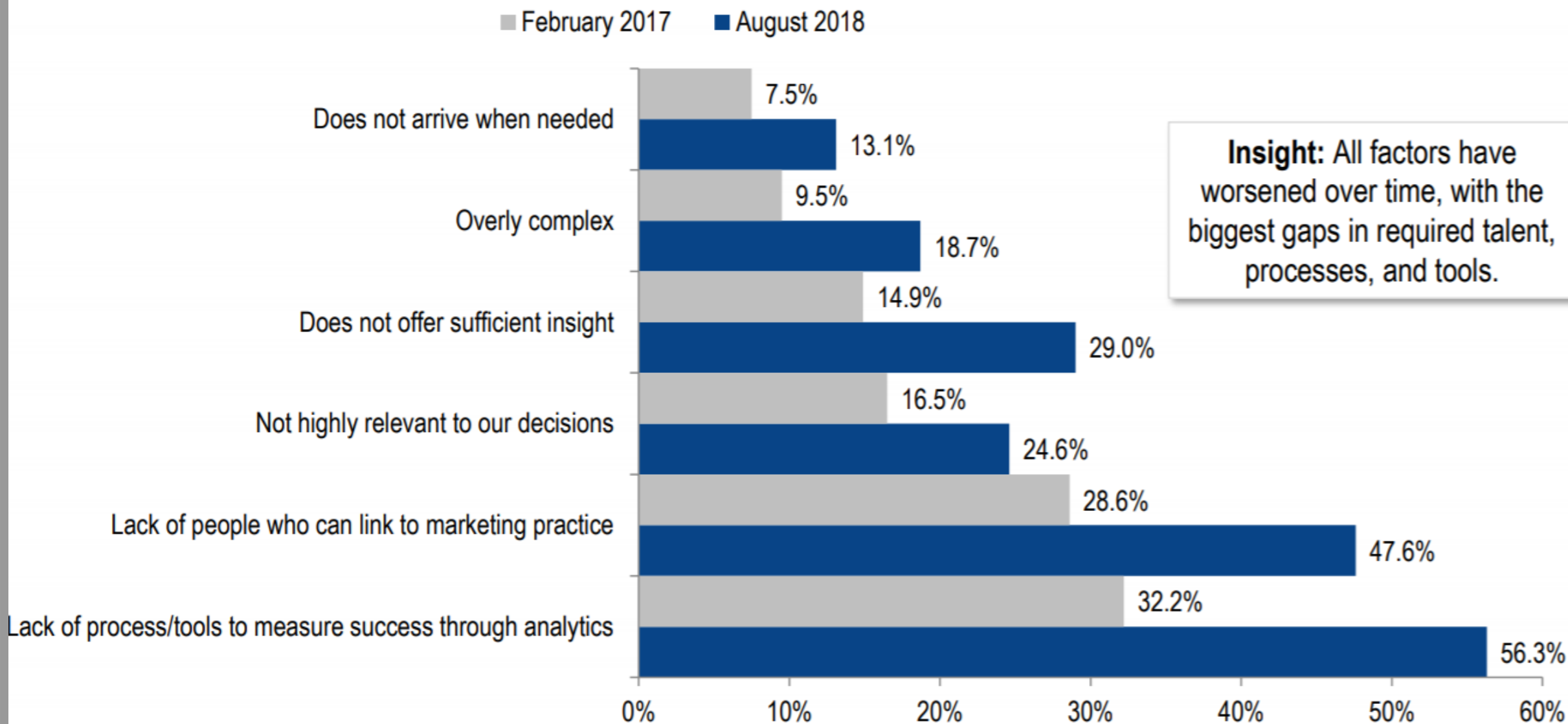
# “Percent of time marketing analytics is used in decision making” is lackluster





# So...

What factors prevent your company from using marketing analytics more often in decision making?





**A lack of trained professionals as well as tools/processes to measure the impact of marketing analytics are the biggest obstacles to using marketing analytics within companies.**

- CMO Survey, Aug. 2018

## MARKETERS WANT:

- More actionable, insightful reporting
- Better-informed decision making
- Cut through the data clutter

**The right tools and processes to know what to start, stop and continue doing.**

## MARKETERS AND ANALYSTS WANT:

- More actionable, insightful reporting
- Better-informed decision making
- Cut through the data clutter

**The right tools and processes to know what to start, stop and continue doing.**



A one-sheet measurement framework used to align your marketing efforts to your desired business outcomes, while identifying and removing barriers to marketing success.

A one-sheet measurement framework used to align your marketing efforts to your desired business outcomes, while identifying and removing barriers to marketing success.



# MARKETING SUCCESS PLAN

1. Business Objectives
2. Marketing Goals
3. Strategies
4. Tactics
5. Key Performance Indicators (KPIs)
6. KPI Target Values
7. Reporting Requirements
8. Tagging and Tracking Requirements
9. Creative and UX Requirements
10. Internal and External Constraints & Prerequisites

## GROWTH STRATEGY — 2018 SUCCESS PLAN MARKETERS WHO LINK MARKETING METRICS TO BUSINESS RESULTS ARE 3-TIMES MORE LIKELY TO HIT REVENUE GOALS THAN THOSE WHO DON'T (Forrester).

This Success Plan - developed by the analytics team at Mower - is a one-sheet planning document that roadmaps exactly how every marketing project or campaign can be meaningfully measured against business objectives. It is a model for structured dialogue among stakeholders and across cross-functional teams, not a fill-in-the-blank document to be completed in isolation. For questions or to get the latest version, visit [mower.com](http://mower.com).

MOWER

STRATEGY TEAM

### Factor 1: Business Objectives

#### BUSINESS OBJECTIVE

Aquatur repudiata exilis, omnis portus ligul idem rem quia altiternus nobis, que endae. Am num and dila conecatus andae volumum endit, omnis di vipsa net of aut velles

### Factor 2: Marketing Goals

#### MARKETING GOAL 1

##### INCREASE QUALIFIED LEADS BY 25%

##### Primary Targets

(1) Acquisitio repudiata exilis, omnis portus ligul idem rem quia altiternus nobis, que endae. Am num and dila conecatus andae volumum endit, omnis di vipsa net of aut velles

##### Secondary Targets

(2) Acquisitio repudiata exilis, omnis portus ligul idem rem quia altiternus nobis, que endae. Am num and dila conecatus andae volumum endit, omnis di vipsa net of aut velles

#### MARKETING GOAL 2

##### INCREASE QUALIFIED LEADS BY 25%

##### Primary Targets

(1) Acquisitio repudiata exilis, omnis portus ligul idem rem quia altiternus nobis, que endae. Am num and dila conecatus andae volumum endit, omnis di vipsa net of aut velles

##### Secondary Targets

(2) Acquisitio repudiata exilis, omnis portus ligul idem rem quia altiternus nobis, que endae. Am num and dila conecatus andae volumum endit, omnis di vipsa net of aut velles

#### MARKETING GOAL 3

##### EVALUATE, NURTURE AND CONVERT 5% OF LEADS TO SALES

##### Primary Targets

(1) Acquisitio repudiata exilis, omnis portus ligul idem rem quia altiternus nobis, que endae. Am num and dila conecatus andae volumum endit, omnis di vipsa net of aut velles

##### Secondary Targets

(2) Acquisitio repudiata exilis, omnis portus ligul idem rem quia altiternus nobis, que endae. Am num and dila conecatus andae volumum endit, omnis di vipsa net of aut velles

### Factor 3: Strategies

#### STRATEGY 1

65%

#### STRATEGY 2

25%

#### STRATEGY 3

10%

### Factor 4: Tactics

#### TACTIC 1

(1) For primary target audience: Generate leads by increasing content marketing engagement with products (promotional and editorial content).

(2) For primary target audience: Develop a targeted effort around the company's new product launch.

(3) For primary target audience: Develop a lead nurturing strategy to move leads through the sales funnel.

(4) For primary target audience: Develop a lead nurturing strategy to move leads through the sales funnel.

(5) For primary target audience: Develop a lead nurturing strategy to move leads through the sales funnel.

(6) For primary target audience: Develop a lead nurturing strategy to move leads through the sales funnel.

(7) For primary target audience: Develop a lead nurturing strategy to move leads through the sales funnel.

(8) For primary target audience: Develop a lead nurturing strategy to move leads through the sales funnel.

(9) For primary target audience: Develop a lead nurturing strategy to move leads through the sales funnel.

(10) For primary target audience: Develop a lead nurturing strategy to move leads through the sales funnel.

### Factor 5: Key Performance Indicators

#### KPIs FOR MARKETING — GOAL 1

1. Total qualified leads generated by marketing channel source.

2. Total qualified leads generated by marketing channel source.

3. Total qualified leads generated by marketing channel source.

#### KPIs FOR MARKETING — GOAL 2

1. Total qualified leads generated by marketing channel source.

2. Total qualified leads generated by marketing channel source.

3. Total qualified leads generated by marketing channel source.

#### KPIs FOR MARKETING — GOAL 3

1. Total qualified leads generated by marketing channel source.



@Ar

MOWER

# MARKETING SUCCESS PLAN

Marketing Lead, Digital Strategists

1. Business Objectives
2. Marketing Goals
3. Strategies
4. Tactics

Analysts, Scientists,  
Technologists

5. Key Performance Indicators (KPIs)
6. KPI Target Values
7. Reporting Requirements

Analysts, UX,  
Technologists

8. Tagging and Tracking Requirements
9. Creative and UX Requirements

CXOs, Marketing Lead,  
Digital Strategists

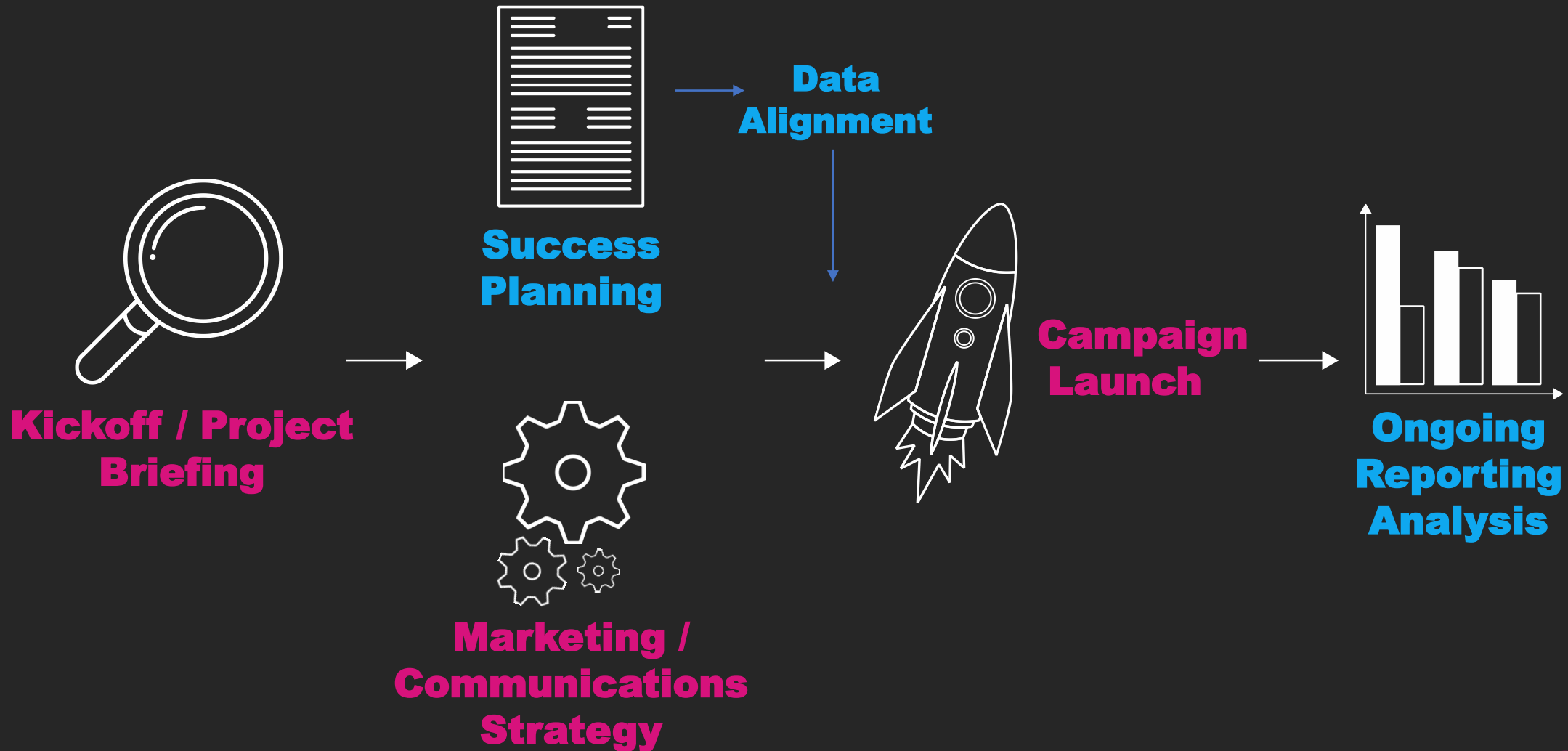
10. Internal and External Constraints & Prerequisites

# The Role of Success Planning in Measurement

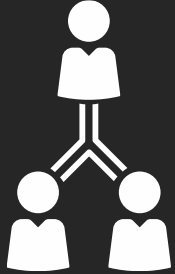




# When Does **Success Planning** Happen?



# Challenges The Success Plan Solves



Demonstrating the value of marketing investments to senior leadership



Measuring the right things and defining who is responsible for what



Establishing the right best-in-class KPIs upfront



Facing diminishing budgets but still expected to deliver results

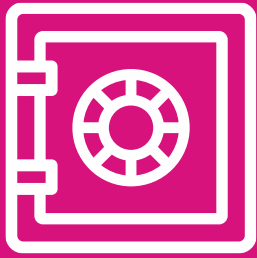


Fostering buy-in and collaboration across teams and departments for marketing projects



Exposing areas of risk before any money is spent

# Recent Mower Client Success Plan Examples



## **National Bank:**

Determine viability of expanding its services to an untapped geography



## **Global B2B Health Insurer:**

Grow market share and shift brand perception



## **International Automotive Corporation:**

Forecast the effectiveness of an IMC campaign



## **Regional CVB:**

Define objective success metrics for a website redesign

The background of the slide features a photograph of two young children dressed as astronauts. They are wearing dark jumpsuits, white flight helmets with goggles, and have large, white, cone-shaped rocket backpacks. They are standing on a sandy beach with mountains in the distance. The entire image is overlaid with a semi-transparent blue filter.

# The Kingspan Success Planning Experience

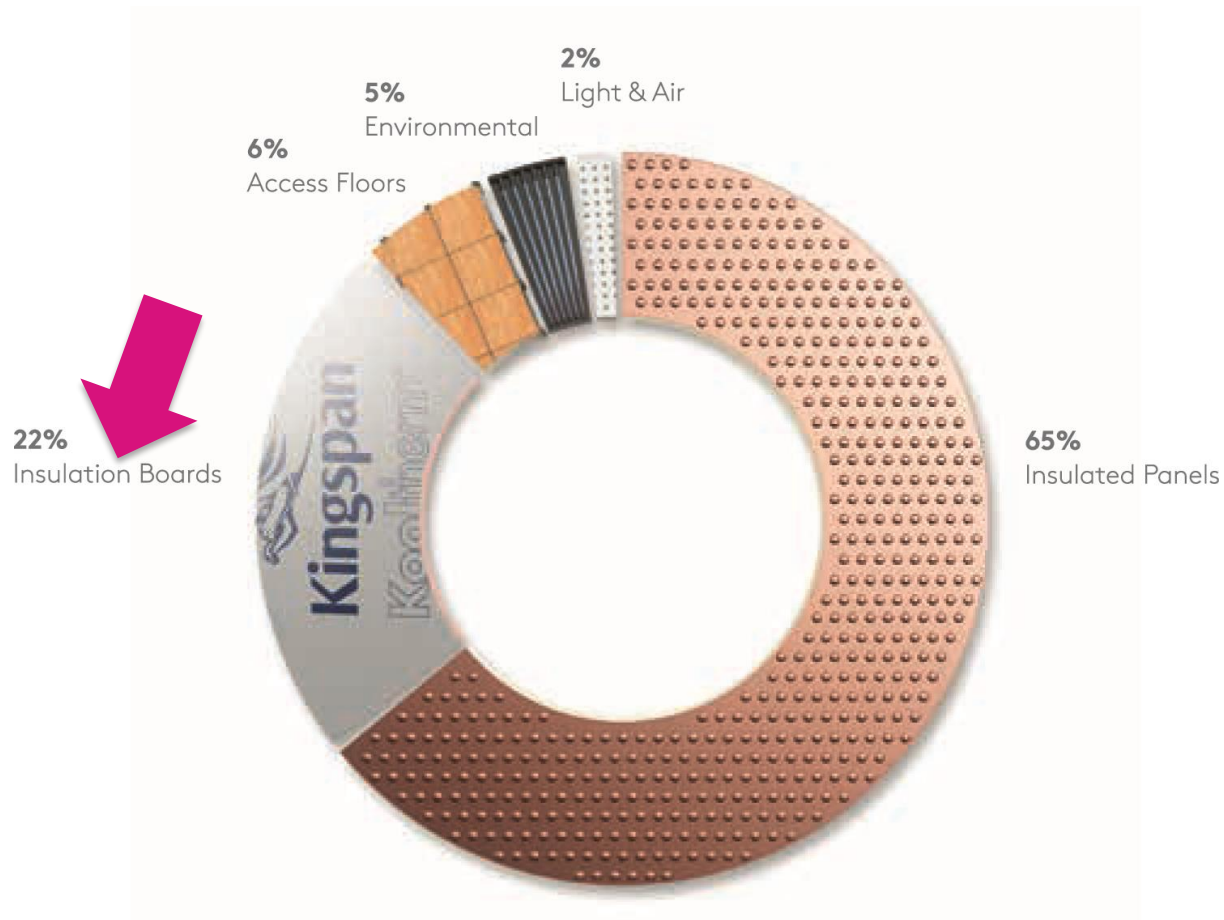


@AnalyticsMary @MowerAgency. .... [bit.ly/mower-plan](https://bit.ly/mower-plan) mowusu@mower.com

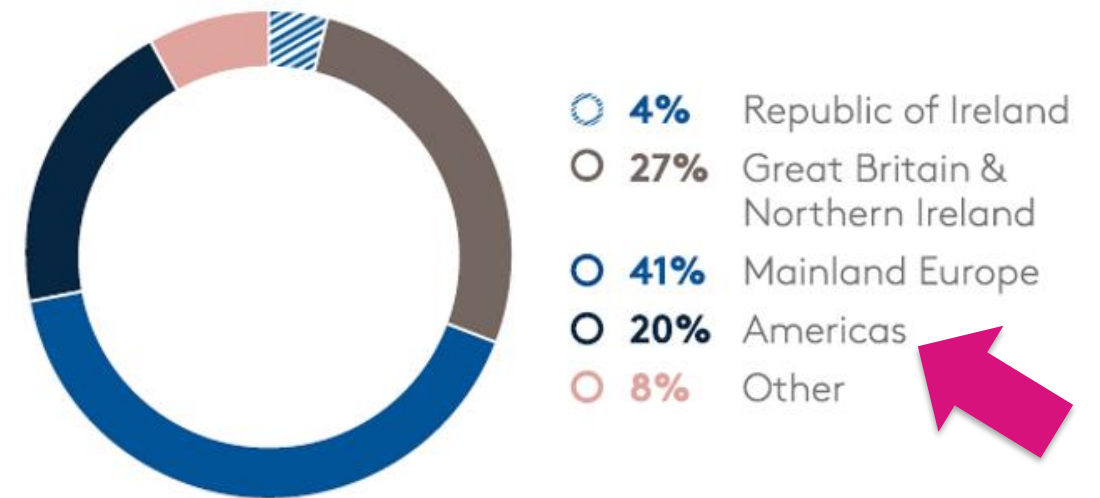
**mower**



## Sales by division



## Sales by region





Geelong Library and Heritage Center,  
Australia



Palace of Justice, Amsterdam

**Kooltherm®**

Titanic Belfast,  
Northern Ireland



# Success Planning in Action

Group: Marketing Lead, Digital Strategists



## 1. Business Objectives

Increase Kingspan's marketshare by 25% by successfully launching the Kooltherm brand in the U.S. market

# Success Planning in Action

Group: Marketing Lead, Digital Strategists



## 1. Business Objectives

Increase Kingspan's marketshare by 25% by successfully launching the Kooltherm brand in the U.S. market

## 2. Marketing Goals

Establish strong brand awareness and consideration with U.S.-based prospects  
(Goal Weighting: 60%)

Establish market share in the U.S. through effective lead generation  
(Goal Weighting: 40%)



# Success Planning in Action

Group: Marketing Lead, Digital Strategists



## 1. Business Objectives

Increase Kingspan's marketshare by 25% by successfully launching the Kooltherm brand in the U.S. market

## 2. Marketing Goals

Establish strong brand awareness and consideration with U.S.-based prospects (Goal Weighting: 60%)

Establish market share in the U.S. through effective lead generation (Goal Weighting: 40%)

Target Audience

Target Audience: Architects, Specifying Engineers



# Success Planning in Action

Group: Marketing Lead, Digital Strategists



## 1. Business Objectives

Increase Kingspan's marketshare by 25% by successfully launching the Kooltherm brand in the U.S. market

## 2. Marketing Goals

Establish strong brand awareness and consideration with U.S.-based prospects (Goal Weighting: 60%)

Establish market share in the U.S. through effective lead generation (Goal Weighting: 40%)

Target Audience

Target Audience: Architects, Specifying Engineers

## 3. Strategies

Baseline current awareness and consideration levels; Leverage paid and earned media strategies to improve both

Create repeated opportunities to engage with and convert architects and specifying engineers into leads

# Success Planning in Action

Group: Marketing Lead, Digital Strategists



## 1. Business Objectives

Increase Kingspan's marketshare by 25% by successfully launching the Kooltherm brand in the U.S. market

## 2. Marketing Goals

Establish strong brand awareness and consideration with U.S.-based prospects (Goal Weighting: 60%)

Establish market share in the U.S. through effective lead generation (Goal Weighting: 40%)

## Target Audience

Target Audience: Architects, Specifying Engineers

## 3. Strategies

Baseline current awareness and consideration levels; Leverage paid and earned media strategies to improve both

Create repeated opportunities to engage with and convert architects and specifying engineers into leads

## 4. Tactics

### Responsible: Mower

Launch paid media plans with trades

Develop AAU survey

### Responsible: Mower, Kingspan

Initiate an earned media plan with a focus on media relations and tradeshow

### Responsible: Partner Agency

Refocus paid search program to lead generation for Kooltherm

### Responsible: Mower, Kingspan

Create a landing page and educational programs that allow Kingspan to engage directly with prospects

# Success Planning in Action

Group: Analysts, Data Scientists, Technologists



## 5. Key Performance Indicators

### Awareness

- Unaided brand awareness
- Purchase intent

#### Secondary

- eCPM
- Supplementary
- Reach / Unique Imp.

### Consideration

- Total case study downloads (ungated)
- Value per new website visitor

#### Secondary

- Continuing education course registrants
- Net new site traffic

### Leads

#### **(tradeshows, web, phone)**

- Project book requests
- Product sample requests
- Meeting requests

# Success Planning in Action

Group: Analysts, Data Scientists, Technologists



## 5. Key Performance Indicators

### Awareness

- Unaided brand awareness
- Purchase intent

#### Secondary

- eCPM
- Supplementary
- Reach / Unique Imp.

### Consideration

- Total case study downloads (ungated)
- Value per new website visitor

#### Secondary

- Continuing education course registrants
- Net new site traffic

### Leads

#### **(tradeshows, web, phone)**

- Project book requests
- Product sample requests
- Meeting requests

## KPI Segmentation

Segmentation: Target group, location, marketing channel

# Success Planning in Action

Group: Analysts, Data Scientists, Technologists



## 5. Key Performance Indicators

### Awareness

- Unaided brand awareness
- Purchase intent

### Secondary

- eCPM
- Supplementary
- Reach / Unique Imp.

### Consideration

- Total case study downloads (ungated)
- Value per new website visitor

### Secondary

- Continuing education course registrants
- Net new site traffic

### Leads

### (tradeshows, web, phone)

- Project book requests
- Product sample requests
- Meeting requests

## KPI Segmentation

Segmentation: Target group, location, marketing channel

## 6. KPI Target Value

### Awareness

- Unaided brand awareness: **25% lift**
- Purchase intent: **10% lift**
- ...

### Consideration

- Total case study downloads: 182 (10% lift)
- Value per new website visitor: \$8 (25% lift)
- Course registrants: **This campaign will serve as the baseline.**
- ...

### Leads

- Project book requests: **93 (28 by phone) 10%**
- Product sample requests: **64 (22 by phone) 15%**
- Meeting requests: **32 (11 by phone) 10%**
- ...





# Success Planning in Action

Group: Analysts, Data Scientists, Technologists



Rationale for KPI  
Target Values

Current awareness levels are at zero. We've seen lifts of at least 10% and 25% respectively with similar clients in the past.

- Case study downloads (ungated): **Based on industry benchmarks. Source: eMarketer**
- Value per new visitor: **Based on values preset in Analytics**
- Course registrants: **No baselines because historical equivalency with this tactic is lacking.**
- ...

All increases are based on historicals with similar projects.



# Success Planning in Action

Group: Analysts, Data Scientists, Technologists



## Rationale for KPI Target Values

Current awareness levels are at zero. We've seen lifts of at least 10% and 25% respectively with similar clients in the past.

- Case study downloads (ungated): **Based on industry benchmarks. Source: eMarketer**
- Value per new visitor: **Based on values preset in Analytics**
- Course registrants: **No baselines because historical equivalency with this tactic is lacking.**
- ...

All increases are based on historicals with similar projects.

## 7. Reporting

### Awareness

- Tool: Market Research
- Frequency: Pre- and post-campaign
- Segments: N/A

**Responsible: Mower**

### Consideration

- Tool: Google Analytics
- Frequency: Weekly
- Segments: Location, Channel

**Responsible: Mower**

### Leads (web, phone)

- Tool: Google Analytics (lead and call attribution reports)
- Frequency: Weekly
- Segments: Location, Channel

**Responsible: Mower**

### Leads (tradeshows)

- Tradeshow leads will be manually reported.

**Responsible: Kingspan**

# Success Planning in Action

Group: Analysts, Technologists

## 8. Tracking and Tagging Requirements

## 9. Creative Requirements

- Tag individual form fields to distinguish warm and hot leads for sales team. **Responsible: Mower**
- Purchase and test custom phone number. **Responsible: Kingspan**
- Place tracking media pixels on landing page and main site. **Responsible: Mower**
- Ensure custom phone number is prominent on all assets. **Responsible: Kingspan**

Thank you for your interest in Kingspan Kooltherm®. If you are interested in more information, please contact us at 888-592-4407 or use the form below. We're currently offering an on-site Lunch & Learn, Product Samples as well as a Project Book that you may download or receive by mail.

Name \*

First

Email \*

Phone

I would describe myself as a...

☐ Architect

☐ Engineer

☐ Builder

☐ Other

I'd Like to


☐ Schedule a Lunch & Learn

☐ Request a Product Sample

☐ Receive a Project Book

☐ Have a Kooltherm Representative Contact Me

SUBMIT



The advertisement features a large image of the Titanic Belfast building with Kingspan Kooltherm insulation applied. The text 'Kooltherm Premium Performance Insulation' and 'THINISIN' are prominent. Below the image, it says 'TITANIC BELFAST, NORTHERN IRELAND'. To the right, it says 'Scroll down for product inspiration, samples and case studies.' Below this, there's a section titled 'Premium Performance Rigid Thermoset Insulation' with a detailed description of the product's benefits. To the right of this section is a 'Case Studies' column with two images: 'Kingspan Kooltherm Insulation at EFL Arsenal Emirates Stadium' and 'Kingspan Kooltherm Accommodates Boskerville House'. At the bottom, there's a button that says 'Request a product sample or project book'.



@AnalyticsMary @MowerAgency. .... bit.ly/mower-plan mowusu@mower.com

mower

# Success Planning in Action

Group: Marketing Lead, Digital Strategists, CXOs



## 10. Internal and External Constraints and Prerequisites

### Internal

- No CRM system exists to capture and nurture leads. **Responsible: Information Systems team, Sales team, Marketing team**
- Make landing page mobile friendly. **Responsible: Mower, Developers**
- Get a custom trackable phone number. **Responsible: Information Systems team**

### External

- Link Google Analytics and Google Ads accounts in order to track paid search programs. **Responsible: Mower, Partner Agency**
- Integrate call attribution software into Google Analytics. **Responsible: Mower, Partner Agency, Kingspan**

# Success Planning in Action

Group: Marketing Lead, Digital Strategists, CXOs



## 10. Internal and External Constraints and Prerequisites

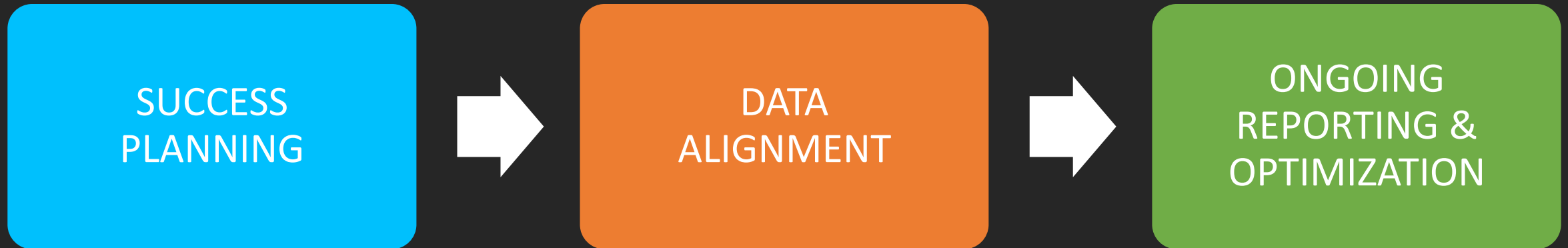
### Internal

- **Unresolved** Form exists to capture and nurture leads. **Responsible: Information Systems team, Sales team, Marketing team**
- **Unresolved** Page mobile friendly. **Responsible: Mower, Developers**
- **Resolved** Form has trackable phone number. **Responsible: Information Systems team**
- **Resolved** Dedicated phone number is on all collateral. **Responsible: Creative team**

### External

- **Resolved** Analytics and Google Ads accounts in order to track paid search programs. **Responsible: Mower, Partner Agency**
- Integrate call attribution software into **Resolved** analytics. **Responsible: Mower, Partner Agency, Kingspan**

# The Role of Success Planning in Measurement





# Campaign Results – Snapshot



## Four-Month Campaign

Marketshare is up by

27%

Target: 25%

## Leads

149 lead forms generated  
Target: 128

66 phone calls  
Target: 61

## Consideration

185 case studies downloaded  
Target: 182

408 course participants  
Target: N/A.; Baseline

## Awareness

More aware of the **Kooltherm brand**, now architects are proactively bringing project plans to Kingspan experts as part of the specifying process.



@AnalyticsMary @MowerAgency. .... bit.ly/mower-plan mowusu@mower.com

THE MARKETING TEAM / AGENCY FACILITATES ALL STEPS

## GROWTH STRATEGY — 2018 SUCCESS PLAN

MARKETERS WHO LINK MARKETING METRICS TO BUSINESS RESULTS ARE 3-TIMES MORE LIKELY TO HIT REVENUE GOALS THAN THOSE WHO DON'T (Forrester).

This Success Plan - developed by the analytics team at Mower - is a one-sheet planning document that roadmaps exactly how every marketing project or campaign can be meaningfully measured against business objectives. It is a model for structured dialogue among stakeholders and across cross-functional teams, not a fill-in-the-blank document to be completed in isolation. For questions or to get the latest version, visit mower.com.

mower

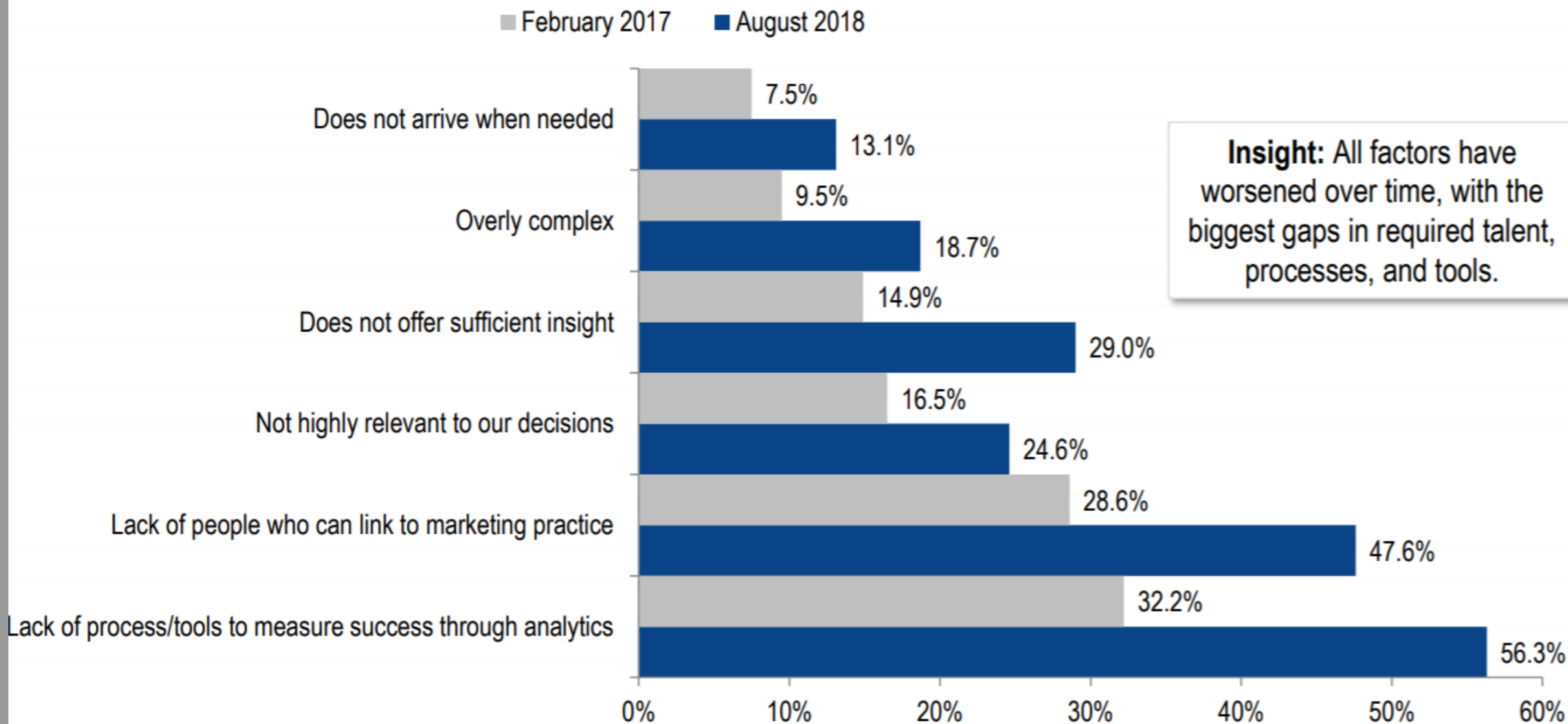
<b>Factor 1: Business Objectives</b> What is your business's mission and vision? What are your business's primary goals? What are your business's secondary goals?	<b>BUSINESS OBJECTIVE</b> Assess the impact of your business's mission and vision on your business's primary goals. Assess the impact of your business's mission and vision on your business's secondary goals.	<b>MARKETING GOAL 1</b> INCREASE QUALIFIED LEADS BY 50%		<b>MARKETING GOAL 2</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 3</b> EVALUATE, NURTURE AND CONVERT 5% OF LEADS TO SALES
<b>Factor 2: Marketing Goals</b> What are your business's primary goals? What are your business's secondary goals?	<b>MARKETING GOAL 1</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 2</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 3</b> EVALUATE, NURTURE AND CONVERT 5% OF LEADS TO SALES		
<b>Factor 3 + 4: Strategies and Tactics</b> What are your business's primary goals? What are your business's secondary goals?	<b>MARKETING GOAL 1</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 2</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 3</b> EVALUATE, NURTURE AND CONVERT 5% OF LEADS TO SALES		
<b>Factor 5: Key Performance Indicators</b> What are your business's primary goals? What are your business's secondary goals?	<b>MARKETING GOAL 1</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 2</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 3</b> EVALUATE, NURTURE AND CONVERT 5% OF LEADS TO SALES		
<b>Factor 6: Target KPI Values</b> What are your business's primary goals? What are your business's secondary goals?	<b>MARKETING GOAL 1</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 2</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 3</b> EVALUATE, NURTURE AND CONVERT 5% OF LEADS TO SALES		
<b>Factor 7: Reporting (Feed and Segments)</b> What are your business's primary goals? What are your business's secondary goals?	<b>MARKETING GOAL 1</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 2</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 3</b> EVALUATE, NURTURE AND CONVERT 5% OF LEADS TO SALES		
<b>Factor 8: Critical Success Factors</b> What are your business's primary goals? What are your business's secondary goals?	<b>MARKETING GOAL 1</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 2</b> INCREASE QUALIFIED LEADS BY 50%	<b>MARKETING GOAL 3</b> EVALUATE, NURTURE AND CONVERT 5% OF LEADS TO SALES		

mower

## MARKETERS AND ANALYSTS WANT:

- More actionable, insightful reporting
- Better-informed decision making
- Cut through the data clutter

**The right tools and processes to know what to start, stop and continue doing.**



Businesses that link **marketing metrics** to desired business outcomes are **2X** more likely to significantly exceed those **desired business outcomes.**



Businesses that link **marketing metrics** to desired business outcomes are **2X** more likely to significantly exceed those **desired business outcomes.**

Marketers who link **marketing metrics** to desired business outcomes are **2X** more likely to say they play a “**powerful role in setting corporate strategy.**”





**Sue Fitzpatrick**  
**Marietta Eye Clinic**

Chief Executive Officer

I've never seen anything like this. This is exactly what we need to quantify the value of our investment.

We geek out on analytics. Our Success Plan helps us know: If I want to spend more in print, I want to spend it with this person. If I want to spend more in digital, I want to spend it with that person.

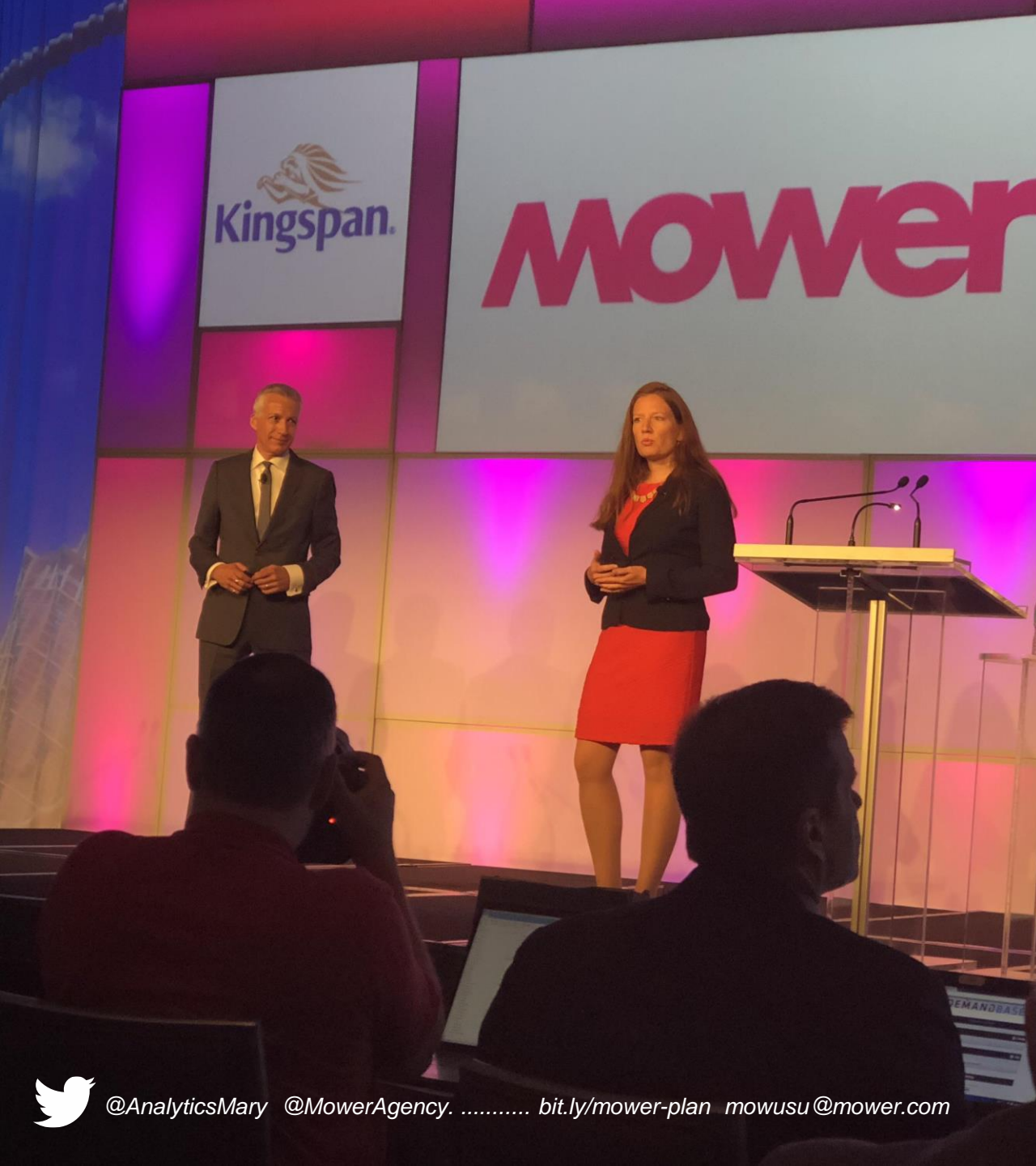
**Heather Tuggle**  
**Carestream Dental**

Global Director of Brand and Communications

Our CFO asked us to pick our key products and do Success Plans for them too.

**Suzanne Diaz**  
**Kingspan Insulation, LLC**

Marketing Manager — North America





A background image showing two hands shaking in a firm grip, with a shower of gold dust or confetti falling from the point of contact. The entire image has a dark, moody color palette with a strong blue tint.

# Marketing Success Plans

The One-Sheet Marketing Measurement Framework

**[bit.ly/mower-plan](https://bit.ly/mower-plan)**

Mary Owusu

[mowusu@mower.com](mailto:mowusu@mower.com)