

Planning for the Unplanned

Marketing Leaders' Scenario Matrix

Area of Focus	Immediate (0-6 months)	Near-term (6-18 months)	Mid-term (18-36 months)
Commercialisation	Identify and integrate dispersed CAC and LTV data.	Formalise board-valued metrics like ROI and retention.	Model how future budget investments drive growth.
	Develop automated performance reporting for key KPIs.		
Stakeholder Management	Define stakeholder-specific success metrics.	Translate marketing outcomes into stakeholder language.	Build trust for top-of-funnel branding investments.
	Prioritise bottom-of-funnel efforts to meet urgent needs.	Balance competing priorities for long-term alignment.	
Technology	Assess compliance and reliability of AI-driven tools.	Explore ROI for martech investments across functions.	Showcase compliance-friendly AI to regulatory bodies.
		Model gradual martech adoption to scale innovation.	
Brand vs. Performance	Launch targeted ABM initiatives for immediate impact.	Develop brand vs. demand gen scenarios based on cycles.	Build long-term cases linking brand value to revenue.
Crisis and Opportunity	Model responses to economic or interest rate changes.	Anticipate customer preference shifts and refine communication strategies.	Align strategies with product rollouts.