

# 5 Steps to Seeing Your Spending in a Whole New Light

At Hive9 **Better Planning = Better Results** is not just a tag line but a deeply felt belief by our entire team. By aligning your spending with marketing performance, goals, and strategy, this new planning method will make your whole marketing organization a more effective unit. Hive9 Marketing Financial Management helps justify your spending, highlights areas of concern, and lays the foundation for true marketing ROI. Follow these 5 steps and see where they lead your team!



"Based on SiriusDecisions' 2017 CMO Survey, marketing strategy and planning is ranked as the number one process to improve as marketing leaders look to 2018. This is due to an increased recognition that the planning process is broken in most organizations and what were perceived as execution or measurement problems can be solved by better aligning the vast array of marketing activities with goals and strategy."

- **Marcia Trask**, Research Director for SiriusDecisions

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We believe it all starts with the planning process, allowing marketers to collaboratively build their plan in one place, easily enter planned cost and view those plans to see how it lines up to budgets, goals & strategy. With all your costs and budgets in one place, you received immediate value in reducing manual work and eliminating spreadsheets.



2

Next, you need to associate your plan to the budget hierarchy that is prescribed by finance. This linking allows you to easily stay in sync with how finance needs to see the information. No surprises! Know where you are against your budget at any time including accrued costs and future committed spending. Coming in at the end of quarter over budget is not pleasant for anyone. But coming in below your targeted spend can be just as painful, as you have missed that opportunity and you may not receive those dollars in future planning periods.



3

Don't be constrained by just budgeting the way finance requires. Hive9 provides you the ability to create and manage a budget by Campaign Hierarchy – the way you go-to market. These two separate budget hierarchies are kept in sync with one another, ensuring finance needs are met but also empowering marketers with the spending insight into their campaigns.



4

Add actual spending to show budget, planned and actual, in a single view. Connect to your financial system nightly to automatically associate spending to marketing activities and map to both financial budget and marketing campaign hierarchies. This integration to actual spend also allows you to calculate true ROI.



5

Armed with this data in one place, marketing teams can access deeper insights via dedicated financial dashboards to view the balance of budgets and activity spend across the variables that are most meaningful for you – region, product, personas and much more. Point to successes quickly and adjust this balance over time based on results. With Hive9, you'll make CMOs and CFOs BFFs.



"I don't want financial planning people spending their time importing and exporting and manipulating data, I want them to focus on what is the data telling us."

- **Mark Garrett**, Adobe CFO in Wall Street Journal's "Stop Using Excel, Finance Chiefs Tell Staffs"