

Business Case Slide Template

Business objective: What is the overall objective of this campaign? How can it help inform what the campaign is designed to achieve?

Desired result(s): What does success look like for the campaign and how can identifying that help you determine what the campaign plan needs to look like?

Sales goal (total):	What is your sales objective for this campaign?
Cost per sale:	How much can you afford given margin and unit costing?
Leads (MQL) generated:	How many top of funnel leads do you need to provide sales given a funnel throughput forecast?
Funnel improvement conversion rate:	How much can you realistically improve the sales funnel over the length of the campaign?
Marketing return on investment:	What is your return on investment given the dollar spend?

Existing campaigns/market insights: What can we gather from other experiences?

Competitor activity:	What are competitors doing to sell?
Past results:	How have past campaign stacked up?

Team: Who is working on this campaign? Who is the product owner? Scrum master?

Timing: When do you expect to have this in market?

Target market: Who are we targeting?

Maturity of business:	Is your business aiming to grow or just maintain? How does this link to broader portfolio strategy?
TAM/SAM:	What is the total addressable market for your product?
New vs existing Customers:	Are you focused on new customers? Existing known customers? Expansion opportunities?
Market adoption:	How saturated is your market with the broader category of device that you have (i.e. ADCs)
Cost per MQL	What is the estimated cost per MQL
BD Penetration of TAM	What percentage of the overall market has BD penetrated?

Overall spend/effort: What is the budget? How much will this cost?

Ad spend:	What is your total projected ad spend based on your campaign budget? Driven by top level plan-based analysis on past campaign KPIs/Funnel conversion rates
Labor estimate:	How much labor will this involve from the OOT + additional support required (i.e. sales, MLR)



Illustrative example: Initial ASC Campaign

Business objective: Accelerate MedBank new customer acquisition by increasing the quality and quantity of marketing qualified leads in the sales funnel vs. FY22.

Desired result(s): Drive \$150,000 in revenue growth with our preliminary ASC campaign

Sales goal (total):	\$150,000 (based on campaign budget)
Cost per sale:	\$11,166 (based on top down model)
Leads generated:	97 (based on funnel throughput)
Funnel improvement conversion rate:	3% total over 6 months (based on estimated improvements)
Marketing return on investment:	2.07 (based on sales versus ad spend)

Target market: ASCs are the focus of the primary campaign based on a combination of timing, content, and strategy.

Maturity of business:	Grow (based on MedBank/MMS portfolio strategy)
TAM/SAM:	\$230M (based on segmentation work)
New vs existing Customers:	New, existing known and expansion opportunities
Market adoption:	15% (based on segmentation work)
BD Penetration of TAM	6% (based on segmentation work)

Existing campaigns/market insights: Limited past campaign data inhibits our ability to draw meaningful conclusions

Competitor activity:	Omnicell runs limited SEM campaigns, offers a better digital experience
Past results:	One previous campaign that failed to deliver based on lackluster lead quality (based on insights from BU)
Team:	William Hertz, Cristina Margate, Brett Doucette, Krishna Polasani, Rishi Sharma, Jessica Zentner, Kelly Vajda

Overall spend/effort: Spend is based on current budget allocations by Bill and Kelly

Ad spend:	\$67,000 (based on total budget minus agency pricing)
Labor estimate:	\$TBD (can't determine with current knowledge)

Timing: Campaign in market by October 7th