

The Manufacturer's Seasonal Marketing Planning Worksheet

A practical tool for replacing reactive seasons with repeatable momentum

How to Use This Worksheet

This worksheet is designed to help marketing leaders step out of reactive mode and plan seasonal marketing with clarity and confidence.

You do not need to complete this all at once. Many teams work through it:

- At the start of annual planning
- Before a major seasonal push
- When a season feels heavier than it should

If a question feels difficult to answer, that is not a failure. It is usually the signal that the season needs more structure.

Section 1: Define the Purpose of the Season

Before tactics, assets, or channels, clarify *why this season matters*.

1. What is the primary business objective for this season?

(Revenue, adoption, dealer performance, product launch, market expansion, etc.)

2. Which outcomes will leadership care most about when this season ends?

(Be specific. Avoid vanity metrics.)

3. In one sentence, how would you explain why this season matters?
(If you had to answer this in an executive meeting.)

Section 2: Establish the Seasonal Narrative

Clarity begins with a focused story.

4. What is the primary message this season needs to communicate?
(Not everything you *could* say. What matters most.)

5. Which products, platforms, or solutions deserve priority this season?

6. Which products or messages are intentionally *not* being emphasized this season?
(This is often the hardest part.)

Section 3: Sequence Effort Instead of Stacking It

Avoid launching everything at once.

7. What must happen first this season?
(Early-stage focus.)

8. What follows once early momentum is established?

9. What can wait until a future season without hurting results?

Section 4: Design for Reuse and Momentum

Strong seasons build on previous ones.

10. What messages or assets should carry forward from past seasons?

11. What elements of this season could be reused or adapted next time?

12. What are we currently reinventing each season that could become repeatable?

Section 5: Dealer Alignment Check

Seasonality amplifies dealer inconsistency.

13. What do dealers need to clearly understand heading into this season?

14. How will dealer messaging be reinforced and supported?
(Training, tools, campaigns, enablement, etc.)

15. If dealers emphasize different products this season, is that intentional or accidental?

Section 6: Build in Review and Adjustment Points

Do not wait until the season ends.

16. When will performance be reviewed during the season?
(Mid-season checkpoints.)

17. Who owns adjustments if results are off track?

18. What signals will tell you whether the season is working?

Section 7: Leadership Confidence Check

This section is about *how this season feels to lead*.

19. Can you confidently explain this season's strategy to leadership today?

☐ Yes ☐ Mostly ☐ Not yet

20. Does this season feel controlled or reactive?

☐ Controlled ☐ Somewhere in between ☐ Reactive

21. Do you feel you are leading improvement or managing chaos?

☐ Leading ☐ Managing ☐ Surviving (it happens)

What Your Answers Are Telling You

If most answers were clear and confident, your seasonal planning is likely building momentum.

If many answers were difficult, unclear, or uncomfortable, that does not mean your team is failing. It usually means seasonality has outgrown the current planning model.

That moment is common for growing manufacturers.

Where an Outside Perspective Often Helps

Many teams understand what needs to change but struggle to sustain it across seasons.

This is often where a strategic agency partner becomes valuable. Not as an execution arm, but as a long-term extension of the team that protects priorities, carries lessons forward, and brings discipline to seasonal planning.

(And yes, that usually makes marketing leaders look like the calmest person in the room!)

A Simple Next Step

If this worksheet surfaced gaps or questions, a short discovery call can help determine whether a more structured, season-aware approach would meaningfully change how your team plans and executes.

You can schedule a conversation here:

<https://littlefieldagency.com/meet>