**Marketing Marvels**

Level up your OKRs in heroic style as your marketing team delivers strategies that save the day!

| Type | Meeting |
| --- | --- |
| Purpose | Planning and strategy |
| Topics | Goal alignment, prioritization, decision-making, brainstorming, consensus building, OKRs, collaboration, marketing |
| Audience | Marketers |

## **About this activity**

HubSpot's research reveals that marketing teams utilizing OKRs are 50% more likely to adapt quickly to changing market conditions and consumer trends, resulting in more effective marketing campaigns.

In this exciting workshop session, your Marketing Marvels will craft Objectives and Key Results (OKRs) with the flair and precision of their favorite superheroes as they channel their inner Ad Avenger or Content Crusader. Unleash the power of focus, agility, and teamwork as you embark on a quest to conquer your goals like never before!

This activity is designed for salespeople and works best with up to 25 total participants in an in-person, hybrid, or remote setting.

#### Important details

| Best for groups of | 25 |
| --- | --- |
| Preparation time | 10 minutes |
| Duration | 90 - 120 minutes |
| Required materials | * Flip chart or whiteboard * Markers * Pen/pencil * Paper * OKR explanation slides * Timer * Presentation equipment and screen * Meeting platform, if virtual |
| Required location | * Indoors * Blank wall for posting flip chart pages, if used |
| Noise level | Medium |

## **How it works**

#### Instructions

Before conducting the activity (10 minutes):

The facilitator will collaborate with the meeting organizer to determine the theme for the OKRs for the coming quarter (e.g., increasing website traffic, boosting social media engagement, launching a new product).

The facilitator will review the instructions and pick out superhero-themed music to play as participants enter the session.

Conducting the activity:

Introduction (15 minutes):

The facilitator will provide participants with a brief overview of OKRs using the provided slides and explain that during the session, participants will be brainstorming to make a list of objectives, key results, and initiatives to implement during the next business quarter.

OKR Brainstorming (60 minutes):

The facilitator will tell participants that they are now Marketing Marvels, a powerful league of marketing superheroes. The facilitator will ask each participant to choose a superhero marketing alter ego (e.g., Captain Conversion, SEO Spidey, Content Crusader). Participants should use their chosen superhero as a source of inspiration throughout the activity.

The facilitator should describe the marketing challenge or opportunity that the team needs to address and inform the Marketing Marvels that they are the only ones who can come up with the solutions that will save the day!

The participants will brainstorm a list of marketing objectives to solve the challenge and the facilitator will capture their ideas on the flip chart or whiteboard. The facilitator should play up the theme by calling participants by their superhero names.

Once a list is assembled, the facilitator should guide the superheroes to go back through the list and define 2-3 key results for each objective and at least one initiative for each key result. The Marketing Marvels should then collaborate to assign OKRs to each participant in the OKR League of Superheroes. A single OKR may be assigned to multiple participants.

Wrap-Up (10-15 minutes):

The facilitator should instruct participants that in the last five to ten minutes of the session, each of the Marketing Marvels should come up with a superhero pledge that describes their commitment to their assigned OKR (e.g.. Superman’s pledge to fight for “truth, justice and the American way might become for Captain Conversion to fight for “a 40% open rate on our next email drip campaign”).

The facilitator should gather everyone in a large circle, if in-person, or on-screen in the group room if virtual, and end with each Marketing Marvel delivering their pledge in their best superhero impression.

#### Rules

Encourage silliness!

Give all participants the opportunity to participate.

#### Example

Objective: Increase Online Sales Conversion Rate by 20% in the Next Quarter

1. Key Result 1: Improve Website Loading Speed

* Initiative 1: Optimize website images and scripts to reduce page load times by at least 30%. Collaborate with the IT team to implement a content delivery network (CDN) for faster content delivery.

1. Key Result 2: Enhance Product Page User Experience

* Initiative 2: Conduct user testing to identify pain points and friction in the current product pages. Based on user feedback, redesign product pages to be more user-friendly and visually appealing. Implement changes within the next four weeks.

1. Key Result 3: Run Targeted Email Campaigns

* Initiative 3: Segment the email list based on customer behavior and preferences. Create personalized email campaigns with relevant product recommendations and promotions. A/B test different email subject lines and content to optimize open rates and click-through rates. Send out the first campaign within two weeks and analyze results bi-weekly for adjustments.

## **Materials**

#### For facilitator

Flip chart or whiteboard

Markers

OKR explanation slides

Timer

Presentation equipment and screen

Meeting platform, if hybrid or remote

#### For attendee

Pen/pencil

Paper, for brainstorming