

# Comparison of the “Best Marketing Calendar Software” on G2

A guide to choosing the right calendar for integrated omnichannel marketing planning

G2 is the world's largest and most trusted tech marketplace. More than 60 million people each year visit [g2.com](https://www.g2.com) to read and write authentic reviews about more than 100,000 software products and professional services.

Within the marketing calendar category on G2 there are 42 software applications listed including our solution, Annum

- as of October 2024 -

In the ever-evolving world of marketing, having a strategic tactical plan is essential. Imagine your marketing planning calendar as your guiding compass—it's where you chart your course and ensure all efforts align harmoniously to create a cohesive and compelling customer experience that delivers on the business objectives.

As marketers, we understand how critical your planning calendar is. We've wrestled with spreadsheets and tried tool after tool, but none gave us the universal visibility we needed. That's why we developed Annum, a strategic integrated omnichannel planning solution that gets everything and everyone on the same page.

In this document we'll delve into the tools commonly used for marketing planning. Then we'll do a comparison of the solutions listed in G2's best marketing calendar category alongside Annum.

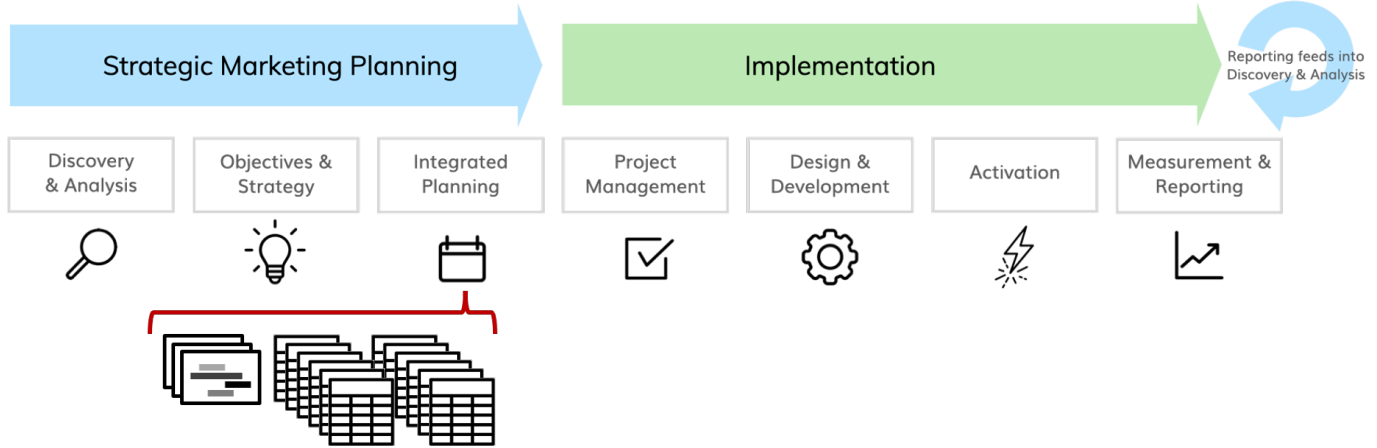
Our aim is to guide you through the various types of marketing calendars available and assist you in determining whether Annum is a fit for your planning needs.

## **ANNUM**<sup>®</sup>

# Typical Tools Used for Marketing Planning

## Slide Decks and Spreadsheets

High-level strategy, initiatives, and campaigns are most often represented by timelines manually designed in stand-alone slide decks. To manage their technical complexity, tactics are planned in channel specific spreadsheets painstakingly formatted and updated by hand.

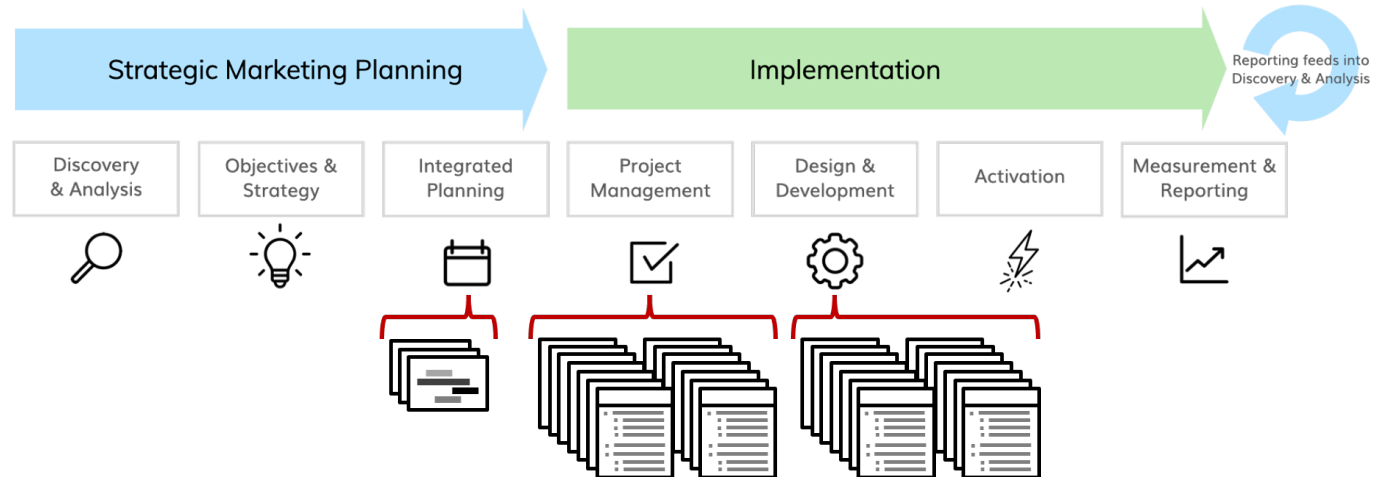


As digital communication channels have multiplied, this practice has become unruly. With tactics siloed by channel there's no unified view of the customer experience, or in other words what's in market when.

- Collaboration between teams, departments, and agency partners is challenging and inefficient.
- Meetings and email are relied on to keep people updated
- With no way to connect tactics to strategy, planning becomes very channel centric

## Project Management and Production Applications

When campaigns become more sophisticated and teams grow, marketers adopt project management and production tools to better manage workload, workflow, and content development. Work management tools are built for "sausage making" and designed to show to-do lists, tasks, and project assets.



When used for tactical planning there's no way to see the big picture or connect tactics to strategy.

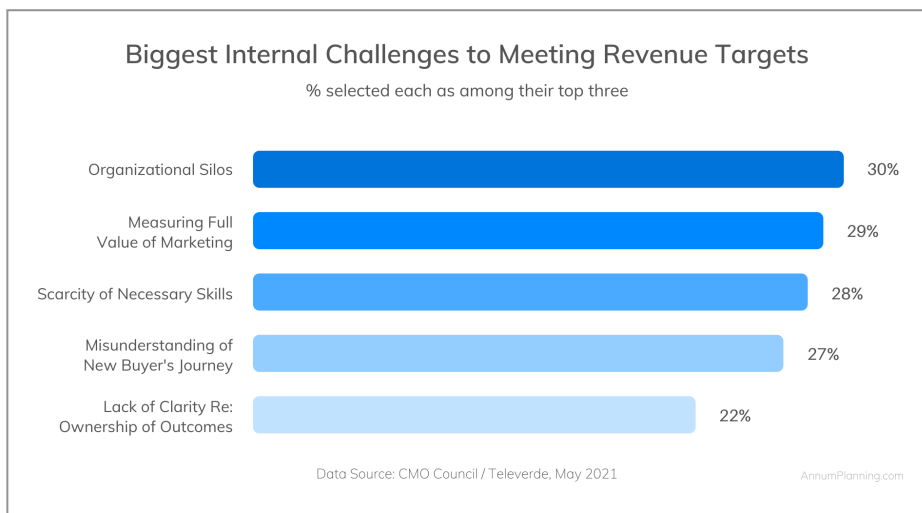
- There's no way to optimize or assess cross-channel coverage of a campaign or target segment
- There's no historical plan of record to reference for performance analysis and campaign optimization
- Teams are task and deadline driven

# Siloed Marketing Plans are Holding You Back From Driving More Revenue

When marketing tactics are disconnected from strategy and siloed by channel or project, teams lose control of the customer experience.



Marketing silos have long been a curse of the industry. In fact, in a [report from the CMO Council and Televerde](#), organizational silos are listed as the biggest internal challenge to meeting revenue targets.



## Strategic Marketers Need an Integrated Planning Solution

In order to create stronger integrated plans and meet revenue goals, marketers need a planning system that keeps strategy front and center and the focus on the omnichannel customer experience, while getting everyone and everything on the same page. Once you can see all channels and tactics side by side you can optimize campaigns for cross channel coverage, timing and messaging. Once you can connect tactics to strategy you can truly guide the customer journey.

According to [recent research by Omnisend](#), "marketers using three or more channels in a campaign earned a 494% higher order rate than those using a single-channel campaign." Let that sink in, only brands that deliver integrated omnichannel experiences can cut through the content clutter.

On the following page we categorize G2's best marketing calendars and compare the features of those that position themselves as supporting marketing planning.

**494%**  
**HIGHER ORDER RATE**  
earned by 3+ channel vs.  
single channel campaigns

# Categorization of G2's Best Marketing Calendars

At a high-level the [marketing calendars reviewed on G2](#) support three main functions within the marketing process: marketing planning, project management, and content production. We have categorized them by purpose in order to help you hone in on the ones that best support your needs.

## Marketing Planning Calendars

Support strategic marketing planning, in other words, determining what needs to happen when in order to meet the marketing and business objectives. They show the duration of campaigns along with the in-market timing of tactics.

## Project Management Calendars

Help facilitate the execution of the plan. They are designed for entering tasks, subtasks, assignees, and due dates. They show what needs to be done in order to bring the marketing plan to life.

## Content Production Calendars

Help teams create and publish content. They are designed for storing images, entering copy, and creating graphics. They facilitate asset creation, approvals, and content publishing.

	Marketing Planning	Project Management	Content Production
Annum	✓		
Asana		✓	
Beacons			✓
Beesbusy		✓	
Bizipro		✓	✓
ClickUp		✓	
ContentStudio			✓
CoSchedule Social Calendar		✓	✓
CoSchedule Marketing Suite		✓	✓
CrossCap	✓		✓
Divvy HQ		✓	✓
Gain			✓
Hive		✓	
Kordiam			✓
Marmind	✓	✓	✓
Monday Marketer	✓	✓	✓
Narrato		✓	✓
Nifty		✓	
Opal	✓		✓
Optimizely			✓
PlanitPDQ		✓	
Planly			✓
PromoPrep	✓		
ProofHub		✓	
Semrush		✓	
Sharefile		✓	
SocialPilot		✓	✓
Spreadsheet.com		✓	
Smartsheet	✓	✓	
Sprinklr		✓	✓
Strive			✓
TeamGantt		✓	
Teamwork.com		✓	
Tenon		✓	
Timeslate Pro (Salesforce app)		✓	
Via		✓	
Wrike		✓	
Zoho Projects		✓	

Unable to Evaluate: Atomized - acquired by Opal, Flypchart - webpage down, Markodojo - website down, Percolate - acquired by Seismic, no longer for sale. Based on publicly available data. Contact us if an update is needed to the information.

Most solutions focus on project management and content development, but only a few cater specifically to marketing planning, the area that most significantly influences sales and profitability. Check out the side-by-side comparison of marketing planning calendars on the following page.

# Feature Comparison of G2's Best Marketing Calendars That Support Marketing Planning

	Annum	CrossCap	Marmind	Opal	PromoPrep	Monday Marketer	Smartsheet
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PURPOSE	Annum	CrossCap	Marmind	Opal	PromoPrep	Monday Marketer	Smartsheet
Integrated omnichannel marketing planning	●						
Campaign planning		●	●	●			
Sales promotion planning					●		
Work management						●	●

OMNICHANNEL VISIBILITY	Annum	CrossCap	Marmind	Opal	PromoPrep	Monday Marketer	Smartsheet
Every single in market initiative/campaign and tactic visible in one unified calendar view	●						

TYPES OF VIEWS	Annum	CrossCap	Marmind	Opal	PromoPrep	Monday Marketer	Smartsheet
Day view	●		●			●	
Month view	●	●	●	●	●	●	●
Multi-month timeline	●	●	●	●	●	●	●

PLANNING FEATURES	Annum	CrossCap	Marmind	Opal	PromoPrep	Monday Marketer	Smartsheet
Strategy highlighted above all in market tactics in all views	●						
Filtering by channel and tactic type under channel	●						
Cross-channel initiative/campaign views of associated tactics	●	●	●	●			
Cross-channel filtering by objective, target audience segment, journey phase, and more	●	●	●	●			
Monthly theme - for editorial content planning	●						
Drag and drop changes	●	●	●		●	●	●
Simultaneous budget management	●	●	●				
Parking Lot for unscheduled content	●			●			
C-suite presentation ready	●						

CALENDARS OF HOLIDAYS AND SEASONAL INSIGHTS	Annum	CrossCap	Marmind	Opal	PromoPrep	Monday Marketer	Smartsheet
Holidays and observances	●		●		●		
B2C/B2B predicted daily email performance	●						
Promotional periods for top annual consumer spending events	●						

ENTERPRISE STRUCTURE	Annum	CrossCap	Marmind	Opal	PromoPrep	Monday Marketer	Smartsheet
Parent-child connected calendar structure for enterprise wide visibility	●						

IMPLEMENTATION	Annum	CrossCap	Marmind	Opal	PromoPrep	Monday Marketer	Smartsheet
Easy customization	●						
Requires custom set up by vendor		●	●	●			
"Do it yourself" app configuration					●	●	●
Integrates with 1000+ apps for 2-way syncing with project management and production tools	●						

Annum's dynamic data model and calendar interface are patented.

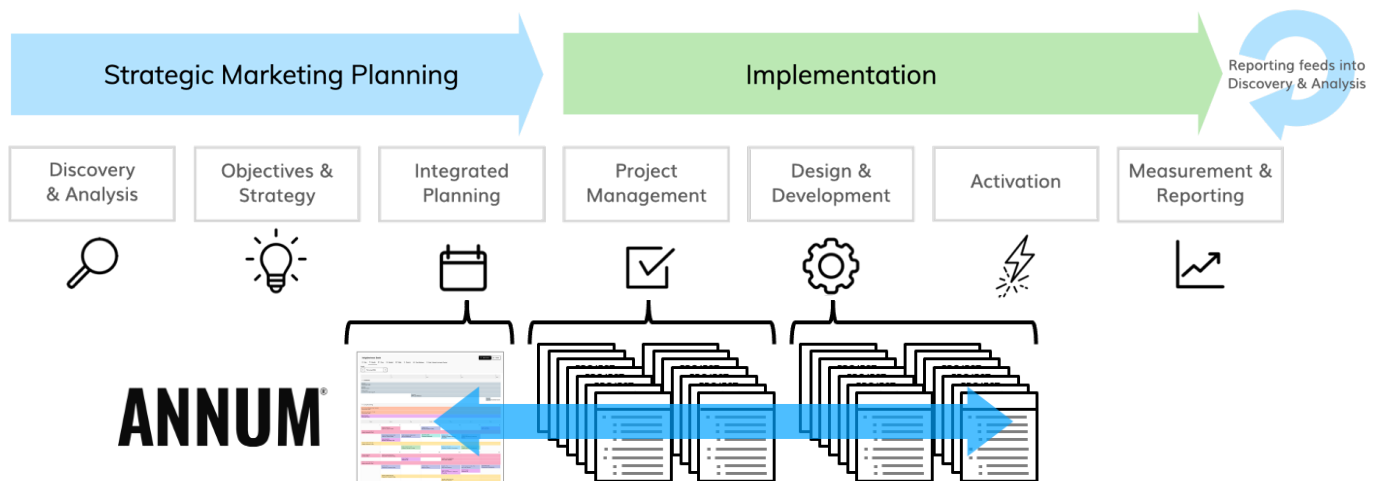
 Unique to Annum

Based on publicly available data. Contact us if an update is needed to the information. Annum's dynamic data model and calendar interface are patented.

# Annum - purpose built for integrated omnichannel marketing planning

Only Annum's patented software:

- Shows absolutely everything that's in market on any given day
- Offers intuitive filtering by channel, tactic type under channel, initiative/campaign, objective, target audience segment, journey phase, and more
- Highlights strategic initiatives/campaigns above all in market tactics in all calendar views
- Is C-suite presentation ready
- Offers a parent-child connected calendar structure for enterprise
- Integrates with 1000+ apps to automate workflow



Annum replaces disjointed planning tools with a dynamic unified plan filterable by channel, campaign, segment, and more

Annum syncs with project management and production tools to align efforts, and automate workflow from planning to execution

United States Patent Number 12,079,779

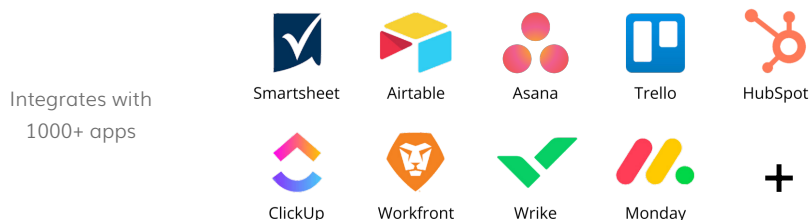
## Other Marketing Planning Calendars - designed for different purposes

As such they do not deliver omnichannel visibility and do not highlight strategy above all in market tactics in all views

- CrossCap, Marmind, and Opal - for campaign planning
  - ` Need to click "+ More" or into a campaign to see associated tactics
- PromoPrep - for tracking sales promotions
  - Need to click into a promotion to see associated channels
- Monday Marketer and Smartsheet - for work management
  - Offer a gallery of templates for use in managing social media, email, content calendar, etc. Each board/sheet can be viewed as a calendar, but multiple boards/sheets cannot be combined into one unified view for cross-channel filtering by campaign or target audience segment

## 8 Reasons People Choose Annum's Patented Integrated Omnichannel Marketing Planning Software

1. Fosters collaboration, streamlines communication, and increases productivity > by getting everything and everyone on the same page
2. Eliminates random acts of marketing > by connecting tactics to objectives and strategy
3. Fuels strategic cross-channel decision making > with views filterable by campaign, target audience segment, and more
4. Empowers fiscally responsible decision making > with budget management at the tactic level
5. Helps teams learn, adapt, and optimize their efforts > by serving as a historical marketing plan of record
6. Eliminates the need to design one off timelines for executive briefings > with a high-level C-suite ready visual of strategic initiatives and supporting tactics
7. Provides business unit visibility > via a parent-child connected calendar structure for enterprise
8. Automates workflow from planning to execution > by syncing with project management tools



### What Our Customers Are Saying

"Having a central gathering point of cross channel tactical activity keeps all stake holders on the same page, provides for greater clarity and consistency, and most importantly, ensures best, repeatable outcomes."

Brian M.  
[Case Study](#)

"Line of sight across our corporate communications teams was difficult with our previous tool. So much so that team members opted to not use it.

Now, we have an intuitive solution...and understand who is working on what, and when and where we can align on project efforts."

Gabby G.  
G2 Review

"We can see what campaigns need to be adjusted so they don't conflict with others and our staff can see that we have clear plans for effectively marketing everything in a timeframe that makes sense for our brand."

Megan R.  
G2 Review

# ANNUM<sup>®</sup>

INTEGRATED OMNICHANNEL  
MARKETING PLANNING SOFTWARE

## Smash Your Silos and Drive More Revenue

Annum was founded in 2020 to specifically address the planning silos marketers have been struggling with for decades. Annum's omnichannel marketing planning software brings all initiatives, channels, content, and online and offline tactics into one unified calendar view for strategic integrated planning.

For enterprise, Annum offers a patented parent-child connected calendar system that provides full visibility across the entire organization.



★★★★★ 5.0 out of 5



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DEMO

[AnnumPlanning.com](https://AnnumPlanning.com)