

March Second

Advancing the Value of Marketing™

Services Approach

Advancing the value of marketing requires an iterative process for continuous improvement. The process includes completing an annual SWOT analysis, developing an investment roadmap and supporting business plan, implementing the required technology and process improvements, and establishing the framework and capabilities to measure results and course correct when needed. In our experience high performing marketing teams that follow this disciplined process are rewarded with better results and expanded budgets.

The diagram to the right illustrates the holistic approach we take to help clients leverage technology and adopt customer-centric marketing best practices to drive improved performance. We can help throughout the entire process or step in where and how you need us.

Step One: The process starts with asking the question, "Where am I today?", and includes an assessment and gap analysis of the key drivers of marketing performance including information assets, enabling technology, work flow process and analytical capabilities. The process identifies strengths and weaknesses, the opportunities for improvement, and the obstacles that are inhibiting better results.

Step Two: The second step in the process asks, "Where do I want to go?" and identifies the actions and investments required to close any technology gaps and improve overall performance. It includes developing an investment roadmap with milestones and a supporting business plan with ROI projections. The roadmap and plan help prioritize investments, identify required resources, and quantify benefits.

Step Three: The third step in the process asks, "What do I need to get there?" and covers implementing the required infrastructure, marketing capabilities, analytical tools and process improvements. Important considerations are the availability and expertise of internal resources, the value of speed to market, and the need for ongoing support. The answer to these questions can help with decisions on choosing a hosted solution or an on-premise deployment.

Step Four: The final, and arguably most important step asks, "How do I know it is working?". This step includes developing a framework and appropriate metrics to track actual results against planned goals and ROI projections. It also includes implementing analytical methods and best practices that enable the timely and accurate measurement of marketing performance. It empowers marketing teams to advance the value of marketing by continuously fine tuning and improving the efficiency and effectiveness of their strategies and programs.

In summary, we believe advancing the value of marketing is a process, not an event, and requires a disciplined, iterative, and closed-loop approach.

