

The Six Forces Marketers Face: Why Marketing Needs Business Process and Enterprise Systems

There are many interconnected and rapidly changing forces that are impacting marketing effectiveness, weakening brand differentiation and slowing the creative process for marketers today. Some of the most dynamic forces impacting marketing have emerged from pressures caused by the advent of new technologies, or marketing's success in the past. Other changes are simply due to external factors beyond our control.

1. Business “velocity” is increasing. Speed has become a differentiator and a competitive weapon. Any firm that wants to differentiate must get to market quickly with messages and products. Marketing must become more proactive to changes in the business environment and dynamically re-tool messages and channels.

2. Marketing channels are proliferating. With the evolution of technology, marketers have new channels to reach customers. Marketing organizations today must decide which channels to use, which messages will resonate at the appropriate times, and which messages and channels to de-emphasize or avoid.

3. Customers are more discerning. As consumers have become exposed to more messages, they report feeling “constantly bombarded” and are avoiding or ignoring many marketing messages. Marketers must constantly revise their messages and media to attract and retain the attention and mindshare of customers and prospects.

4. Regulatory scrutiny is increasing. Government oversight has increased in regards to the claims firms can make about their products or services. Most organizations have incorporated a rigorous legal review step during the collateral or message development process. This adds to the development time and cost of marketing at a time when marketers are being pushed to reduce cycle times and development costs.

5. The marketplace is expanding. Marketing has steadily moved from a local concern to a national and even global concern. While some very sophisticated organizations have always had a global vision for their marketing and brands, most firms today recognize the need for greater harmonization of branding, positioning and messaging across the globe.

6. External vendors are more relevant than ever. Increasingly, work is outsourced to multiple vendors as companies look for partners with deep expertise, specialized skills or geographic knowledge. Increased budget pressures make outsourcing an economically feasible alternative, but demands tighter controls.

To be a successful marketer today, companies must adapt to the forces that are driving change. SmartPath™ helps companies maximize marketing performance by providing a comprehensive solution that improves efficiency and effectiveness throughout the entire marketing process.

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