



SIX STEPS TO BETTER MARKETING



The pressures of today's business world require better marketing from individuals and the profession at large. Business needs marketing, more than ever, to deliver profitable growth. But are you rising to the challenge?

We define marketing as: "The creation of customer-led demand, which is the only sustainable form of business growth." And in our recent survey, CEOs identified top-line growth as their top priority and recognised the importance of real marketing in achieving it.

Better marketing requires a new role for marketers and a new style of marketing. Marketers need to behave in new ways and develop new capabilities. And today there's a genuine opportunity to drive the direction and performance of business as never before.

The following six steps are a call to action from The Marketing Society. It's time for our profession to rise to the challenge of delivering profitable growth.

1) Champion customers

As the person within your organisation with the deepest understanding of customers you have a unique opportunity. Build on marketing's insight to delve into the real needs of customers. Work with colleagues in other functions to ensure that brand promises become compelling brand experiences. Bring the customer into the heart of the business.

2) Innovate across the business

You need to reposition yourself as the engine of value creation. Seize the best opportunities to innovate across the business. Provide clarity of vision and radical creativity to turn good ideas into distinctive and profitable branded solutions for customers.

3) Drive growth

It's time to deliver results. Lead the business in driving profitable growth. Ensure the business focuses on the best brand opportunities to create, accelerate and sustain future cash flows and generate superior returns to shareholders.

4) Be accountable

And it's time to take responsibility. Take ownership for the profitable growth of the business. Drive decisions and priorities, balance short and long-term goals, then measure and articulate the value created.

5) Collaborate

You're ideally positioned to take a lead in working in partnership across the business. Provide the fuel and focus for your business colleagues, driven by customer insight. Balance strategy and implementation and deliver compelling customer experiences.

6) Be commercial

Make it your business to shoulder the priorities of the business. Develop strategic, innovative and commercial skills. Embrace new marketing processes and models and translate the language of customers into the discourse of business.