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Marketing is being held to account

Marketing departments are coping with an ever-increasing workload as a result of globalization, the accelerated pace of change in markets, an increase in the number of marketing communication channels, while facing constraints on its resources and budget. At the same time, CEO's are asking marketing leaders to operate as a "value center" versus a cost center, demonstrating a positive Return on Marketing Investment (ROMI).

In response, marketing leaders are looking inward to discover more efficient ways of developing and delivering sales collateral, advertising, the website, direct mail and email campaigns, trade shows and events, public relations, and word-of-mouth programs, among many. Marketing is taking a *fresh* look at how the department itself functions, how internal customer needs and those of channel partners are anticipated and managed, and how agencies and vendors are integrated into the overall marketing supply chain.

Intellilink can help. With experience improving the productivity of knowledge workers, Intellilink consultants quickly and professionally address issues of process redesign, organizational change and implementation of new marketing automation tools like Marketing Operations Management (MOM).

Contact Intellilink now at info@intellilink.com for a no-obligation discussion of the challenges facing your marketing organization.



CHALLENGES	OPPORTUNITIES	BENEFITS	INITIATIVES
Respond quickly to rapid changes in the market.	<p>Create a marketing planning process that integrates product marketing program requirements for a full year.</p> <p>Make best use of content.</p> <p>Automate workflow within the department to reduce lag between steps in development of collateral of all types.</p>	<p>Respond more quickly to client needs.</p> <p>Reduce "fire drills".</p> <p>Improve employee & workflow organization and make employees more informed.</p> <p>Improve the efficient use of human and financial resources.</p>	<p>Develop a plan for a content supply chain throughout marketing that promotes reuse of content across all media.</p> <p>Develop an approach to marketing planning that can be implemented with or without automation.</p> <p>Facilitate a visioning session with managers and directors to develop a roadmap to automation.</p>
Demonstrate & improve return on marketing investment (ROMI).	<p>Reduce cost of marketing operations by 5-10%.</p> <p>Integrate agencies and vendors more tightly into the marketing process.</p> <p>Integrate marketing planning with financial systems to improve control.</p>	<p>Free up financial and human resources to support more programs.</p> <p>Provide company, agencies and vendors with an integrated view of their respective workloads.</p>	<p>Design a plan for the optimal use of resources between staff, agency and freelancers.</p> <p>Identify opportunities to provide cost effective self service options to internal clients.</p> <p>Create and implement a marketing operations dashboard.</p>

About Intellilink >>

Intellilink is a management consulting firm that improves the productivity of knowledge worker organizations. Our unique expertise has helped numerous Fortune 500 companies improve the operational efficiency & workforce effectiveness of internal service departments such as IT, HR, Finance & Marketing.

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