

What keeps them marketers busy these days...

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Everything under control?

"How are you?" I ask friends or acquaintances who I bump into. Often you get the obligatory "Fine, how are you?" for an answer. Professional relationships, I ask the occasional variant "Everything under control?". Then you just get the obligatory "Yes" or "Of course" as an answer. If you bounce back "Liar" eyes go wide open. The chances that someone is always in control of everything is so tiny, I can afford that statement in 99.9% of the cases. And then the small or large(r) everyday problems pop up. Along with the frustration, eagerly expressed, that everything is so complex, slow running or difficult to manage.

The Times They Are a Changin' ...

And not just a tiny bit. Just a few years ago a marketer could easily follow up on the contacts of the target group with its products or brand. That's a little different nowadays. The moments customers touch your brand or product are staggering, the "doors" through which they enter your organization numerous. To publish an email newsletter several points of contact within the organization are needed. The image bank of products, ambiance photography, logos, is managed through different people in the organization. Sounds familiar? Still everything under control?

And the consequences ...?

Marketing teams are attributed new roles or existing roles are integrated into local organizations: who has no trade marketer, social media manager, online coordinator, CRM specialist, marketing coordinator, DM programmer? In the meantime more new products are launched in existing channels and new channels are opened for existing products. Result: (marketing and sales) systems and processes are out of sync, results cannot be measured transparently, channel conflicts, increasing workload and not in the least ... increase in costs.

And what is your marketer doing in the meantime?

To align and manage all marketing and sales process a marketer is confronted with more (IT) management and monitoring systems than ever, prohibiting him from getting behind the laptop and going into the market to talk with customers and consumers.

And you as a manager are short of eyes, ears and time to manage all that.

The solution exists...

And is surprisingly simple. Eventually we all look for more consistency, better coordination, better understanding, better decision making. In short, efficiency in marketing and sales to build a stronger brand.

[SyncForce](#) is an online brand management platform that allows the creation, implementation and activation of your brand to fullest. All brand-related information and media materials are stored in a central source. By linking all stakeholders (employees, management, customers, press, etc.) and systems (Web site, customer site or an online store, reporting systems, ERP, etc.) you ensure consistent brand and brand experience for all audiences. Through your

SyncForce brand portal, the brand guide is safeguarded, the localization and personalization of marketing materials is consistent and distribution of materials is efficient. The manager gets insight to marketing and sales activities and reporting and can allocate budgets to those sales tools that really work.

You know what I really consider as the key advantage of a platform such as SyncForce? The marketer frees up time (again) to do some proper marketing. And get away from that laptop. Want to know more? Call me or email me.

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