

pepper

Creative thinking. Strategic results.

Marketing Process Optimization

Administration instead of value creation?

On the playing field of complex markets, changes to target group behavior and the growing significance of new media, marketing is on the verge of a radical change. At the same time, product lifecycles are becoming ever shorter and require ever-increasing marketing expenditure. There is growing pressure to make more efficient, identifiable contributions to value creation and to the value of the company.

Marketing managers now spend two thirds of their time at work carrying out routine administrative duties. Many get bogged down in the operational tasks of day-to-day business, leaving no time for conceptual or value-adding tasks.

Pepper looked into this situation as part of a recent online survey. The focus was the strategic orientation of marketing activities and the level of organization and marketing efficiency in day-to-day operations.

The survey gives some indication of the marketing sectors in which potential for efficiency can typically be increased and which measures companies must take to boost efficiency and effectiveness. Here, the typical marketing process and supporting factors in IT, the marketing organization, (agency) partner collaboration and the measurement of the success of marketing measures were examined.

The 10 time drains in day-to-day marketing.

- Obtaining approval
- Finding data in internal/external information sources
- Distributing available information to internal/external groups
- Archiving/updating information relating to marketing
- Extracting and compiling data from various sources
- Navigating inconsistently designed information systems
- Data access
- Data exchange between programs and systems
- Preparing/completing forms
- Using market-related data for planning purposes

Identify potential—and use it.

Just the fact that marketing as a functional division is often severely fragmented leads to numerous interfaces, which in turn lead to inefficiencies in internal processes and external market development.

It is essential to uncover these inefficiencies and to derive alternative courses of action for the future. This should be done by means of a professional audit of marketing processes and infrastructure that uncovers potential areas for improving efficiency and initiates targeted changes.

From this sound basis, existing processes can be efficiently altered, for example by synchronizing communication, preparing relevant information promptly and removing inefficient interfaces and process faults.

The potential savings are huge, and the resulting increase in marketing efficiency creates space for new ideas.



How you can benefit from an audit of marketing processes and infrastructure.

Discover potential areas for improving efficiency and gain more time for value-creating key topics by means of optimized and (semi-)automated processes:

Short-term

As part of the audit, potential areas for improving efficiency in your marketing processes are identified and an assessment is given on the position of your company compared with the industry as a whole.

At the same time, you will receive an assessment on which of your departments should be better structured; suboptimal profiles of those involved in processes will be identified; and advice on the resources to be improved and budget allocation will be given.

An audit also helps to identify superfluous tools and systems and thus save time and money. As part of the audit, you will receive suggestions as to how processes can be automated and tools and systems consolidated.

In collaboration with you and your team, an overall image will be formed of your marketing processes, and of your organizational and tool landscape. At the same time, quantifiable potential areas for success will be specified.

Long-term

Changing processes is in itself a process. The potential areas for improving efficiency identified in the audit can be transformed into a "marketing excellence roadmap" in the form of specific savings. You can then reallocate or save the resources freed up for strategic marketing tasks.

Pepper stands for measurable success.

Pepper can help you demonstrably affect the marketing and distribution of your company. As the third largest independent dialog marketing agency in Germany, we have many years' experience in carrying out audits of marketing processes and infrastructure.

Pepper offers a holistic portfolio and bridges the gap between marketing communications, CRM and social media. We can also support you in the professional optimization of processes and implementation. A number of market leaders have already put their trust in collaborating with us—all over the world:

We work for **5** of the **20** most valuable brands.

We oversee marketing programs in over **50** countries.

Our marketing support service covers over **30** languages.

We have been a successful player on the market for the last **12** years.

Our customers benefit.

Over the last 12 years, Pepper has implemented successful projects for its customers in the following selected marketing process optimization projects (extract):

- Audit and optimization of marketing processes for the end-to-end preparation of product brochures in 15 European countries for a world-leading IT group
- Change management for the realignment of marketing processes of a global player
- Introduction of a global e-newsletter (60 countries) including editorial, content management and distribution process as well as management of key processes as part of an outsourcing and offshoring model
- Rollout of global retention marketing infrastructure of a global IT company
- Definition of business requirements for the development of editorial systems and management during implementation
- Management of marketing infrastructure integration on an international scale for a global player

Pepper's benchmarks for marketing process and infrastructure optimization projects

Improvement of processing times and reduction of processing costs for an editorial system by up to

20%

Reduction of operational costs by optimizing a campaign process by up to

65%

Answers to your questions.

From audits of marketing processes to process optimization projects, right up to outsourcing and offshoring of marketing programs: in us you will discover an expert contact. Take the opportunity to uncover potential areas for improving efficiency and initiate targeted changes by means of a professional audit of marketing processes and infrastructure. Give us a try.

Your contacts at Pepper:

Munich

Christian von Vietinghoff

Director Consulting

Tel +49 89 30903 553

christian.vonvietinghoff@pepperglobal.com

Chicago

Brennen Roberts

Managing Director

Tel +1 312 588 4774

brennen.roberts@pepperglobal.com

Vienna

Alexandra Wolf

Client Service Director

Tel +43 1 71 30 110 14

alexandra.wolf@pepperglobal.com

Singapore

Caroline Lim

Managing Director

Tel +65 6221 3312

caroline.lim@pepperglobal.com