

Strategic



Effective



Flexible



The connected business:

Proving the value of Marketing to the wider business



To prove the value of Marketing to the wider business you just need the right tools and mindset to communicate what Marketing does, what its goals are and what it is achieving.

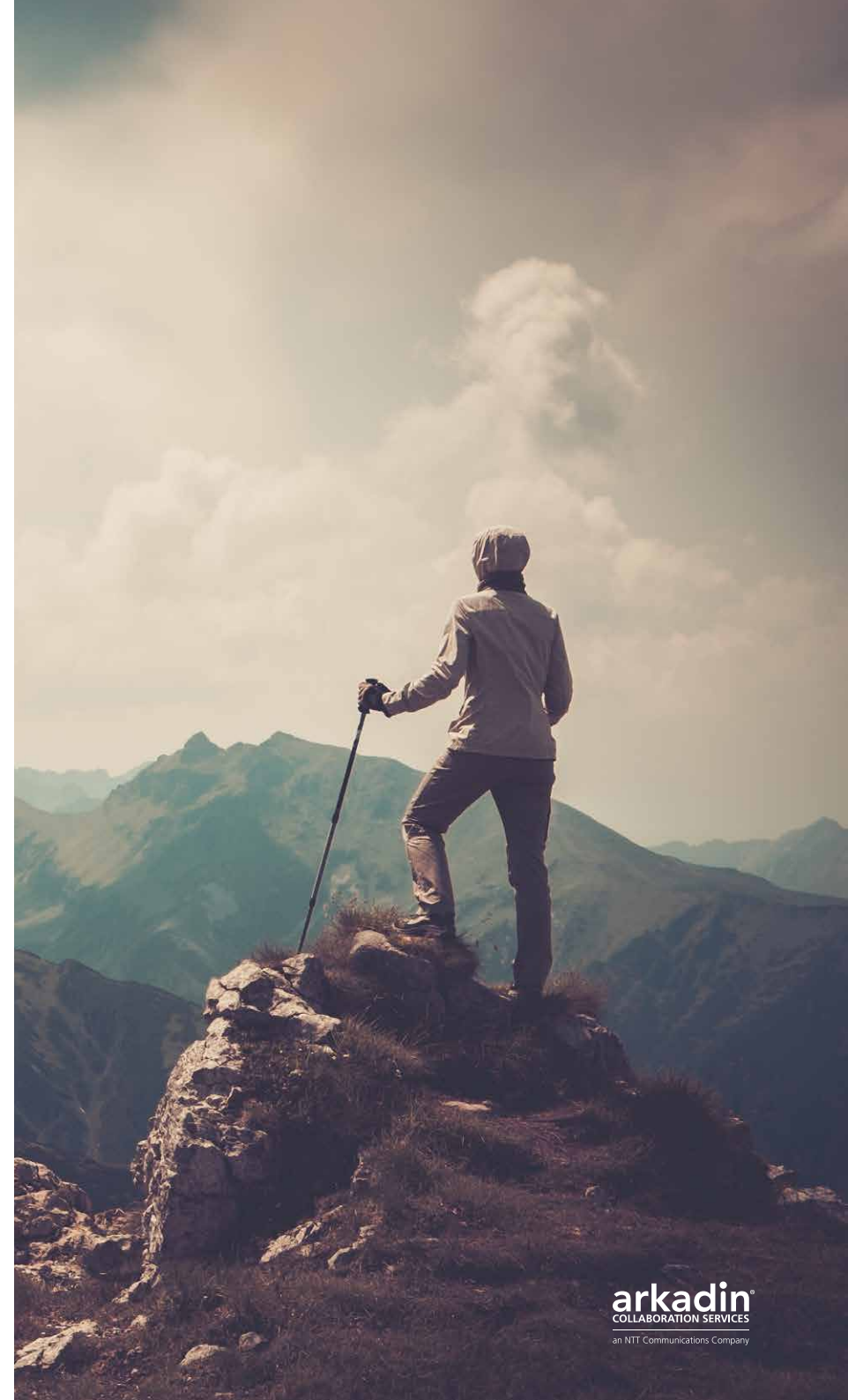
After all, in this digital era, customers are now typically 70% through the buying process before they reach out to sales. It means that Marketing's role is more imperative than ever as it must create the right content for the customer for each stage of their journey through the sales funnel.

Shout Out Loud

Imagine the process as a marketing campaign but instead of one that draws prospects and leads to the company, it's internally focused, pushing out messaging to everyone within your business - from the C-Suite and individual departments down to each employee.



The aim? To educate and entertain them about what Marketing does for the company - and why it's a critical department for the business.



Get Plugging

Create a monthly newsletter focusing on Marketing's efforts across all its channels:



Celebrate your wins such as number of leads generated.



Admit your losses while highlighting how you're going to overcome them in the future.



Worried that you might drown people in information? Then create a simple email that highlights key stats and figures.



If you're adopted a unified communications strategy, highlight the insights you've generated because of your new ability to communicate across the organisation - from sales and clients through to third parties.

Deepen Relationships

In a fast-moving business sector, it's essential to break down the silos that can build up between departments by creating open communication channels:

Customer Services

The customer's journey has changed in recent years – instead of being led through the funnel by Sales and Marketing, the consumer is now in charge and it's they who decide when and where they want to interact with the company.

Because of this, savvy companies have been developing a clear and thorough understanding of their customers, their needs and their pains – and mapping their path through the funnel, creating relevant content and materials for each step.

And the savvy marketer knows that customer services is vital to achieving this goal, and represents an ideal opportunity to bring both departments closer together while showing that Marketing is imperative before or even after a sale.

Because customer services work at the 'coalface' of customer interaction, it is ideally placed to offer feedback on:



Insights into customers and their personas, challenges, pains and questions based on real-world feedback that is critical to the success of future marketing campaign strategies.



Common issues with existing products and services that Marketing can seek to address in future campaigns and in turn, can offer vital customer insights for research and development.



The ability to identify potential cross and upselling opportunities that sales can act on.

Through collaboration, Marketing and Customer Services can work together towards creating a consistent customer service and experience with marketing seen as the instigator and manager of this newly-found close working relationship and focus on brand consistency.



Sales & Marketing, Not Sales Vs. Marketing

Has Sales landed a great client thanks to one of Marketing's leads? Then let the whole company know - it'll make sales look great plus offers a definitive example of how Marketing is of value to the business.

Sales

In the past, the two departments were seen as sworn enemies, Marketing complaining that Sales was wasting its valuable leads while sales dismissed said leads as worthless. But in this joined-up connected era, such an archaic mindset must be dealt with by Marketing driving the agenda using the right suite of comms tools. After all, when departments such as Sales and Marketing are fully aligned, companies experience:



32%

increase in annual revenue growth.

Through regular communications, mutual feedback and the setting of clearly defined goals, both departments can prove their worth to one another by working together, instead of against one another. By sharing knowledge from their own customer interactions, the two departments can collaborate more effectively, with Marketing ideally placed to offer key insights into prospects and potential leads while sales can aid Marketing in identifying key customer persona traits and pains.

Start on this new push by holding regular meetings and using a collaborative platform where both departments can share their views, ideas and most importantly, their criticisms.

IT & Marketing - Strange Bedfellows?

You might think that the CMO and CIO have nothing in common; one is seen as creative, the other as technical and data-driven. But times are changing:

76%

Where the CMO and CIO work well together, the enterprise is [76% more likely to outperform](#) in revenue generation and profitability.

In this digital era, it's essential then that both sides build up a relationship through communication to tackle:



The challenges of new platforms.



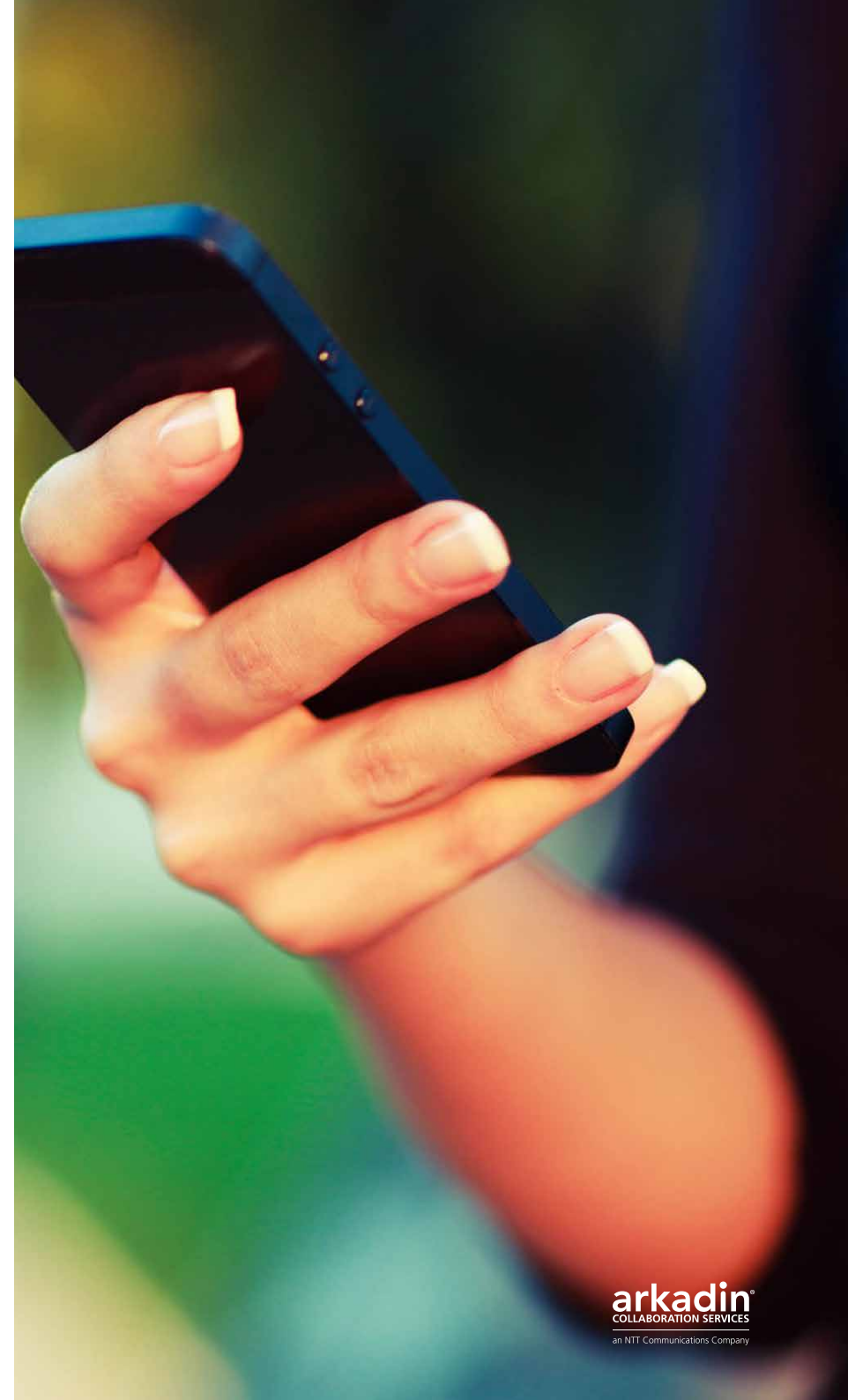
The measuring and analysis of Big Data.



The adoption of new processes to track the customer's journey.

Get Unified

Consider bringing all your communication channels together in one unified comms package. This means departments will be able to work, collaborate and communicate more closely via videoconferencing and cloud-based collaboration platforms.



All On-Message

Because of Marketing's sometimes underestimated role within the company infrastructure, other departments can often take marketing matters into their own hands. This can take the form of creating marketing materials for themselves which, in a worst case scenario, misrepresent company's core brand and values.

It means that the marketer ends up wasting valuable time policing unauthorised branding that doesn't meet existing standards - or is completely inconsistent with the company's actual brand.

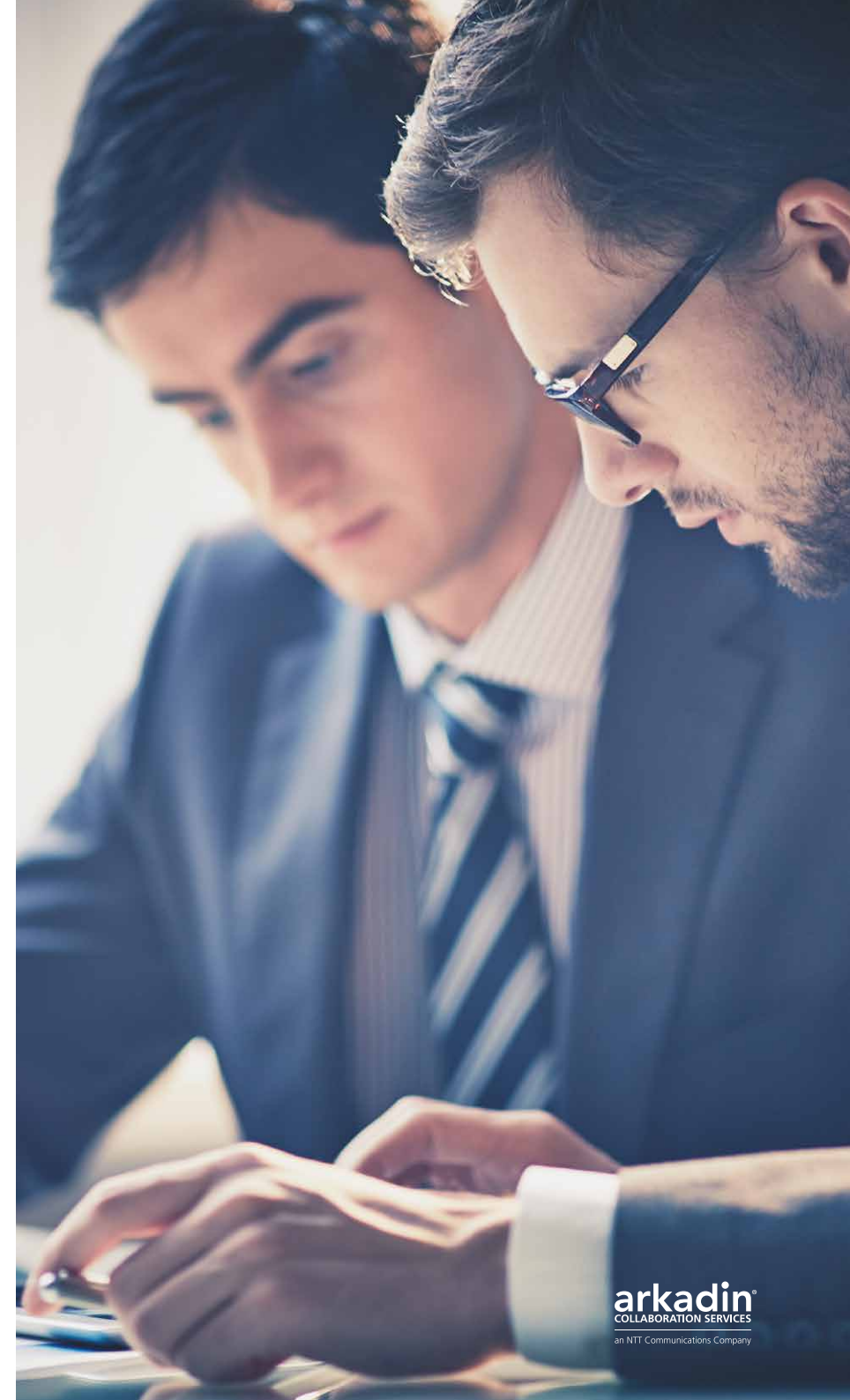
By opening up clear communication channels between all departments via a collaborative platform, such branding knowledge gaps can be identified and dealt with quickly, efficiently

and openly, which will benefit not only Marketing, but all departments on multiple fronts:

- ... a company-wide understanding of what the core branding messages and style guides are.

- ... an opportunity to promote the importance of brand and customer consistency to all departments, bringing everyone into the marketing fold via collaboration and making each in turn feel that their 'voice' counts.

- ... an opportunity to quickly and efficiently feedback thoughts, views and ideas to marketing. It's a process that will help create two-way communications between you and other departments. In turn, this proactive approach will further increase marketing's standing in the eyes of key company stakeholders.



The End Result?

A genuine insight for all into the level and depth of the work carried out by marketing, underlining how imperative the department is.

No longer will branding be talked about in monthly meetings or in breakout

It's this unified approach driven by the marketing department that will create a company culture based on collaboration, consistency and engagement.

areas. Instead, it will be put front and centre for all departments to see and analyse on a regular basis – and perhaps most critically,

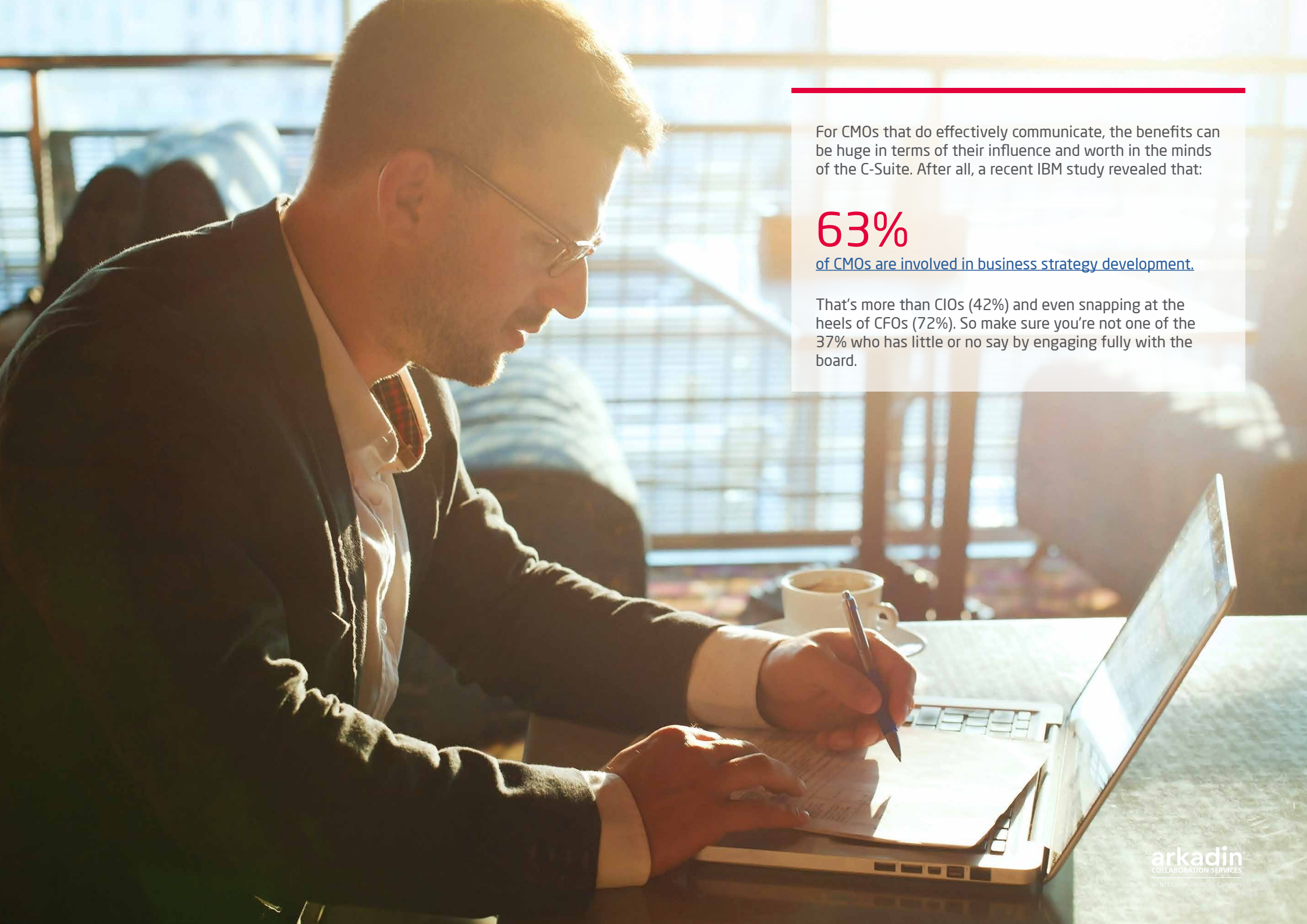
create the opportunity for all messaging, both internal and externally, to be promoted in the same voice, no matter

Keeping the C-Suite, Well, Sweet

The board want to love marketing – but let's be blunt, they're not sure what you actually do apart from using a sizeable chunk of the company's annual budget. Again, to counter this lack of understanding, regular meetings and clear and constant communications are critical.

If marketing is not involved at the C-Suite level, then the CMO must put forward the business case for why marketing should be included at top level meetings and in any strategic decision making. Winning a place in the boardroom is only half of the battle though – the marketer must also be able to demonstrate hard facts about the ROI of their campaigns whether outbound or inbound.





For CMOs that do effectively communicate, the benefits can be huge in terms of their influence and worth in the minds of the C-Suite. After all, a recent IBM study revealed that:

63%

of CMOs are involved in business strategy development.

That's more than CIOs (42%) and even snapping at the heels of CFOs (72%). So make sure you're not one of the 37% who has little or no say by engaging fully with the board.

Bottom Line, Every Time

While communicating with the C-Suite is essential, what you're communicating is vital. It's imperative that you demonstrate ROI on your work because...

76%

of B2B marketers say that an ['an ability to track marketing ROI'](#) gives marketing more respect'.

But there's a very real problem - only...

15%

rank 'proving ROI' as a [number one priority](#) and only half bother to measure it at all.

That's a surprising attitude and one that must be addressed via:



Analysing key social metrics.



Monitoring improving conversion rates.



Reducing customer acquisition costs.



Showing improvements in Customer Lifetime Value.



Highlighting new leads and marketing-qualified leads.



Clear definition of the lead metrics at each stage of the sales funnel.



And promoting how all these elements have lead to a growth in revenue.

Takeaways

1. Let the company know about your marketing successes.
2. Deepen your relationships with each department by establishing a feedback culture.
3. Ensure you monitor how the company's branding is being used throughout the business.
4. Keep the C-Suite in the loop at all times by providing them with performance metrics.
5. Be obsessed your ROI; don't simply ignore critical data or you could find your annual budget at risk.
6. Implement a unified communications strategy to turbo boost your comms.

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