

# Marketing Effectiveness Diagnosis



Pinpointing true sources of marketing under-performance and creating an action plan for achieving greater efficiency and effectiveness.

## ? Issue

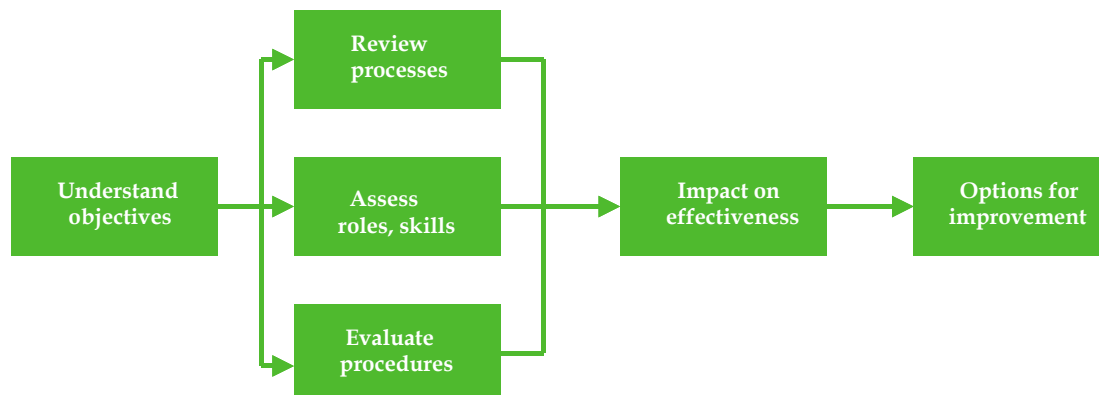
As the costs of marketing communications rise, the pressure to deliver them efficiently and effectively becomes greater. Outside the organisation, shareholders, regulators, channel customers all expect to see that the funds invested generate a good return. Internally, colleagues expect to see Marketing teams working to optimise the advantage created by the resources they command.

It's not just about response rates or conversion, or the cost per thousand or business cards collected at exhibition stands. Nor is it a matter of being more creative in visual imagery. These measures do matter, of course, but they must be an integral part of a carefully designed and structured system and process for planning, generating and delivering marketing activity.

## ! Solution

Setanta's consultants have spent many years auditing marketing operations and working to plan resourcing and design new structures, processes and roles to deliver the best results.

The fruits of this experience are distilled into our Marketing Effectiveness Diagnosis. We know what to look for. We know what your people should be doing. We can help you define what right looks like and we can make sure you get there. We consider both marketing strategy and management aspects. Above all our approach has practical outcomes which will allow you to focus on immediate results.





## How it works

Our approach is made up of a series of steps designed to explore the issues and identify opportunities for lasting, beneficial, change.

*We start with strategy - what are you trying to achieve?*

- We translate the Marketing strategy into objectives at all levels

*We continue with structure and process - how do you work now?*

- The core processes are mapped to identify 'wastage'
- Roles are matched against the strategic goals and core processes
- Procedures governing suppliers, systems and reporting are tested

*We push down to specific improvements - how can you be better?*

- We identify 'wastage' wherever it is occurring
- We help your team find more efficient work methods
- We work with them to design the change programme - and run it



## How it is different

Many organisations try to get to the bottom of their marketing underperformance by looking at it themselves - who knows better what they do? But it is hard to be objective, harder still to know what works elsewhere and especially to judge between competing individual views and preferences.

Setanta brings years of objective, in-depth experience to add value that no organisation can provide for itself. Having helped many major service organisations to review their marketing and drive up their productivity we know where to look and what to investigate. We act quickly to

- Highlight areas where productivity can be increased most effectively
- Tell you what to keep doing as well those things to stop or change
- Conduct extensive investigation internally and with suppliers
- Produce actionable recommendations within weeks



## Results

All organisations have their own demands and options for improving Marketing effectiveness. Setanta's skill is to discover your unique issues and provide insightful solutions. Our track record is impressive, as our list of satisfied clients demonstrates. A number of leading UK organisations including the Post Office and the Department of Work & Pensions have all benefited from our Marketing Effectiveness Diagnosis methodology.

**For more information**

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