



E-Interview with Frans Riemersma: The rise of Marketing Resource Management – Save Marketing Costs and Increase Marketing Effectiveness



Title of the Interview: The rise of Marketing Resource Management – Save Marketing Costs and Increase Marketing Effectiveness

Name: Frans Riemersma

Function/Division: Co-founder of the consultancy MRMLOGIQ and chief editor of MarketingGovernance.com

Company: MRMLOGIQ b.v.

Within the context of the Competence Site we would like to introduce companies which specialize in research and its applications.

Knowing the partner enables effective cooperation which is why these interviews should not only relay experience but also help to identify common business-spanning points to identify and facilitate working together.

In the following interview Mr. Frans Riemersma, co-founder of the consultancy MRMLOGIQ and chief editor of MarketingGovernance.com, gives a summary of the strategic value of marketing operational excellence.



Why is the crisis more of an opportunity than a threat to Marketing?
What role can MRM play in sharpening marketing efficiency and set up sustainable advantages in creating, operating and monitoring marketing campaigns?

Answer:

Never waste a good crisis. The current crisis has definitely accelerated the already growing interest in marketing operational excellence. Many departments such as product development, procurement, finance and logistics have dramatically improved their processes over the years, except most marketing departments. Currently every business department in the company is forced to rethink and prove their added value in relation to the company results, including marketing. The key to success is marketing operational excellence. It drives not only savings, but also improves marketing performance, sales and shareholder value.

Regardless of the crisis, the position of marketing is under growing pressure. "A few years ago marketing was mostly a line position. Nowadays that is the case at only 19% of the companies", professor Verhoef found out. Referring to the four P's of Kotler, he argues that "two or maybe even three of their four key tasks slip through the marketers' fingers,"

Professor McDonald reminds us in his book, "Marketing Due Dilligence", that marketing "should be driving any organization's strategy, not residing in some remote, self-contained area of the office, fiddling with T-shirts and promotional campaigns!"

By taking part in initiatives like Competence Center, MarketingGovernance.com, CMO Council.org and MoIBlog, we want to fuel the discussion and research of this new expertise in marketing: marketing operational excellence.

MRM can play a vital role in the re-integration of marketing into the mainstream of business activity. With MRM marketing will finally be able to claim a marketing seat in the boardroom. "If one-third of the value of your company relates to goodwill, represented by the brand, you'd better have full control over marketing activities and marketing resources", we argue in our book Marketing Resource Management.



Marketing operational excellence knows many names, like MOM, MRM, MAM, EMM, but comes down to the same: “The definition, orchestration, optimization and adoption, of processes and software applications, to transform and enable an enterprise’s ability to plan, budget, execute, and measure the impact of enterprise-wide marketing”.

If you take a moment and realise that there examples where marketing operational excellence lead to cost savings of 75%, sales increase of 20% and shareholder value increase of 11%, it is definitely worth considering!

Thank you for this statement!