

Example of article review on six success factors for building a best-run marketin...

[Business](#), [Marketing](#)



A Reflection by

Marketing in this era is the backbone of successful business and organization. Building a best-run marketing organization entails incorporation of various factors. Actually, companies in 21st century judge the successfulness of marketing on the ability to drive the demand of both the consumer and the marketers to achievement of profit growth. Certainly, profitability and growth objectives are becoming very challenging for organizations. The primary message that the client is sending to the primary audience entails understanding ways of developing a successful marketing organization. In fact, organizations need to follow a certain path in order to establish a favorable business outcome characterized by profitability and attainability of goals. According to the author, marketing need to be a rigorous event rather than an art.

Marketing responsibility has for many decades been a controversial issue. This is because many organizations do not understand the real meaning of marketing. The authors' primary audiences are organizations whose main aim is to develop the best marketing strategy that will be very convincing to the client. Additionally, the author is directing the information to those individuals in the organization who are required to develop proper software and a good marketing framework. The author sends the message to the primary audience in order to add them with knowledge on how to develop a best run marketing organization, as well as transforming the marketing field.

The author has categorically analyses and states various issues that entail building a best-run marketing organization. Evidently, the author asserts that

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a marketing organization should demonstrate value and support growth in order to better its activities. Perhaps, transforming marketing is crucial, since the customers and other issues affecting marketing keep on changing.

Customers changing trends, global competition, technological advancement, increased consumer control, as well as proliferation of services and products drive the transformation of marketing. For example, the author gives marketing a huge credibility asserting that marketing organizations should shift resources; focus on consumer rather than product, as well as optimizing on campaign execution. In order to be effective in marketing networks, the author claims that marketing organizations and marketers must go beyond planning roles independently. It must integrate the entire functions of organization, and demand-generating activities such as controlling, finance, brand promotion, partner networks, and pricing. Generally, the author asserts that the factors behind a best-run marketing organization need to look on brands, channel mix, customer value-based strategy, resource and process efficiency, as well as marketing stability.

Marketing in various companies continue to change and grow. In this competitive era, there is an increase in personalizes demands, global competition, and web-enablement process catalyzes the differentiation of brands in the market. The senior management in a best-run marketing organization is supposed to define overarching strategy encompassing brands, distribution channels and customers. Hence, the role of marketing in is to interpret the stated strategies in order to shape cross-organization process and programs. On the other hand, enabling software plays a tremendous role in the future of marketing field by providing a base on data

analysis, management issues, and inter-organizational processes.

The author has conveyed all rounded information in trying to inform the reader on how to build a best-run marketing organization. In fact, the author has incorporated technological issues, marketing frameworks, and stated the factors behind developing a good marketing organization. In fact, the author has incorporated both the science approach and the art. Basically, the author's information is valuable to the intended audience. The audience understood the strategies to use in developing a marketing organization. Management and marketing will continuously face difficulties due to change in technology and consumer behavior, making them be flexibility in approaching these changes.