

## Marketing accountability - why is it so hard?

All sales and marketing activities of an organisation need to match the business and marketing plan. The key to continued sales growth is knowing which marketing activities work and which ones don't.

What is marketing accountability?

- It is knowing how all the marketing and sales activities impact the bottom line
- It is being able to make informed decisions on resourcing future activities

Why has marketing accountability been so hard?

- Marketing has not been easily linked to the profit and loss
- Marketing has not been easily linked to sales activity and therefore sales \$\$\$
- Where sales have come from has not been consistently categorised across organisations, industries and regions

MarketNAV effectively classifies all marketing activities under 'Six + Eight' key channels. These channels are arranged in order of leverage to the customer. These channels are combined with the Sales Equation to create the MarketNAV matrix. The most complex of sales and marketing strategies are now measurable.

As a result of this classification, effective planning of sales and marketing activities in line with the organisation's business plan, is made simple. Combine MarketNAV with the CashflowNAV results and a return on marketing investment can be calculated on a monthly basis for each channel.

The ultimate outcome is that directors and executive management are able to accurately allocate resources to sales and marketing activities. The outcomes are succinctly communicated for effective decision-making at a senior level.

As well as senior level decision-making, the sales and marketing team's are combined and activities are planned together to create a truly cohesive strategic approach to reaching sales targets.

The organisation's marketing strategy is made accountable.