



High Performance Marketing: One Goal, Many Paths

CRMA

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**Highlight Marketing Performance
Practices which maximize
Return on Marketing Investments**

Best Practices vs “Right” Practices

“Best” Practices:

- Great source of inspiration (aspiration?); help to set the vision
- If best practice means “following the herd”, this can sometimes produce the lowest common denominator?
- Can be one size fits all, or simply inappropriate for your specific needs



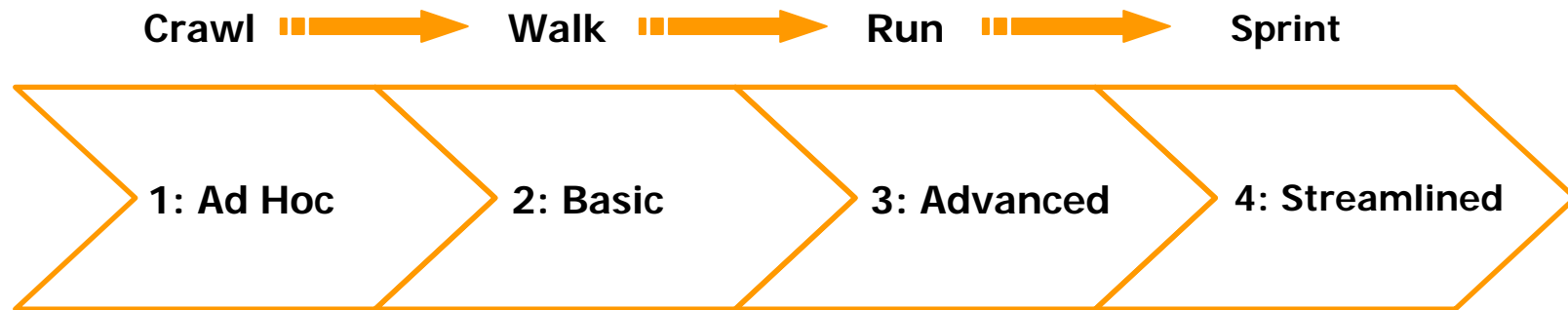
“Right” Practices:

- Are specific to your environment – people, processes, technology
- Recognize your capabilities, stage of evolution, and capacity for change
- Provide answers to the “right” questions for your organization

Levels of Marketing development/readiness



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Level

1: Ad Hoc

2: Basic

3: Advanced

4: Streamlined

Key Indicators

- | | | | |
|--|---|--|--|
| <ul style="list-style-type: none"> • Highly silo-oriented • Ad Hoc marketing/sales processes • High variance in performance | <ul style="list-style-type: none"> • Good communication • Poor Coordination • No enterprise customer view • Silos may have sophisticated processes • Emphasize past experience/ proven best practice | <ul style="list-style-type: none"> • Good processes embedded • Enterprise Customer View exists. • Linkages between systems weak | <ul style="list-style-type: none"> • Sophisticated Systems <ul style="list-style-type: none"> ➢ Clean, accessible customer information ➢ Strong linkages across all systems ➢ Efficient and Effective Processes |
|--|---|--|--|

Immediate Next Steps

- | | | | |
|---|---|---|---|
| <ul style="list-style-type: none"> • Increase individual productivity • Begin to define processes | <ul style="list-style-type: none"> • Coordinated processes • Incentive changes • Diffuse tools across product silos/channels • Improve channel / division level processes | <ul style="list-style-type: none"> • Put in enterprise tools / processes • Training to leverage existing processes and tools • Customer focused incentives | <ul style="list-style-type: none"> • Optimize value through constant learning • Continuous analysis of key customer metrics • Fine-tune incentive systems, organizational dynamics |
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Marketing Effectiveness Enablers

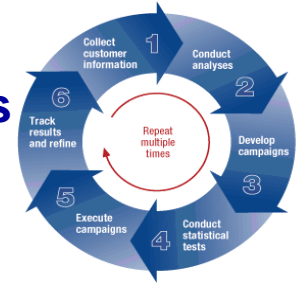
Actionable Strategies



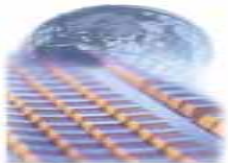
Measurement Methodology



Enabling Processes



Information Assets

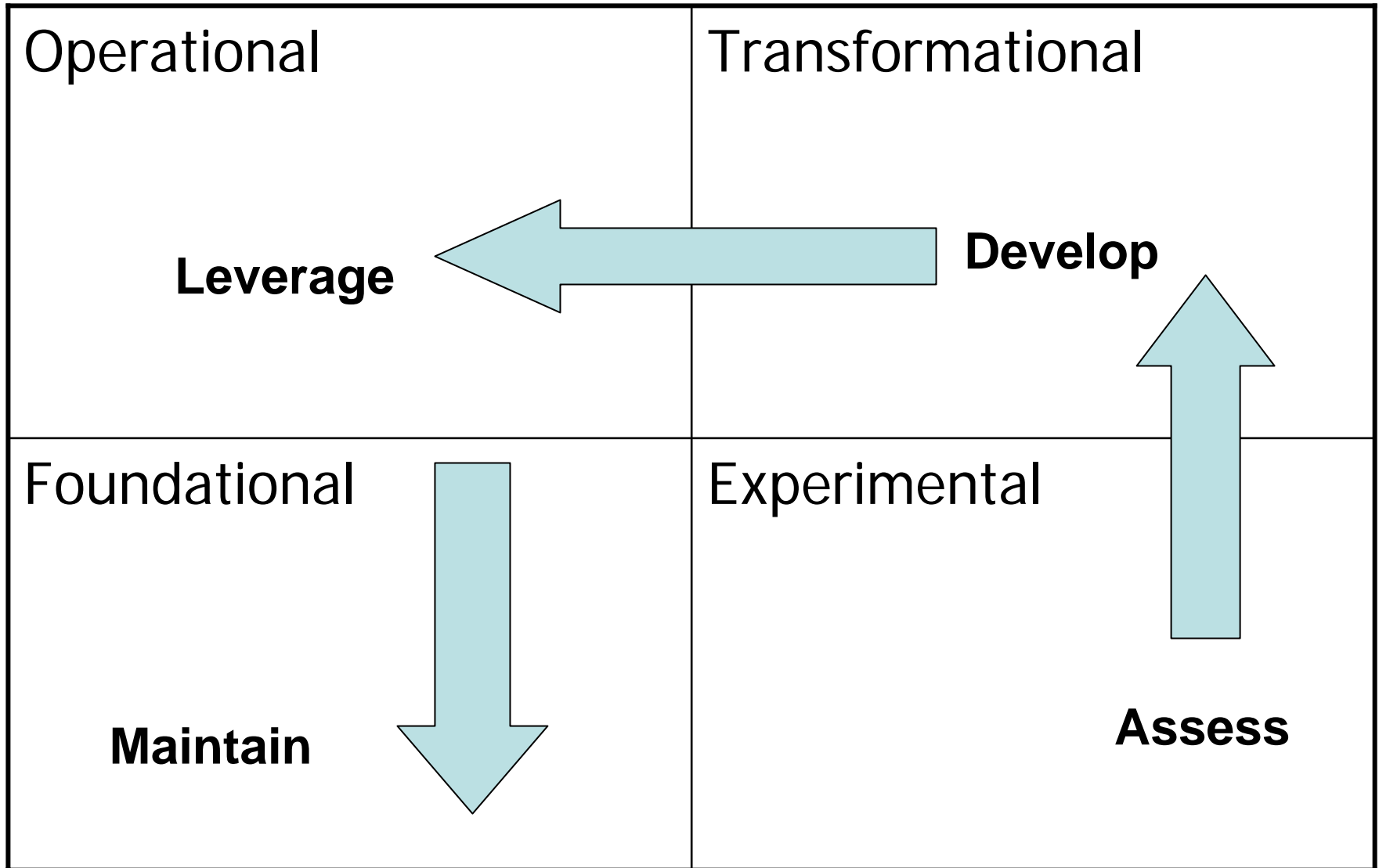


Organizational Capability

Enabling Technologies



Marketing Investment Portfolio



Panelists/Speakers today

- Bill Brandell, SVP Marketing & Sales
Rexam Beverage Can North America
- Alison Zepp, VP Marketing
Juno Lighting
- Bob Wise, VP Marketing
Intercall