

5 AREAS IN WHICH STANDARDIZATION PAYS OFF

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STANDARDS IN MARKETING?



For many marketing managers standardization in marketing is not "sexy". The industry is best known for its creativity. Targeted standardization however, frees up more time for better ideas.

Standardization is becoming an ever-important topic, not least due to the ongoing digital transformation in marketing. The creation of uniform, company-wide standards is a basis for the design of digital processes.

Standardization in 5 areas





5 AREAS IN WHICH STANDARDIZATION IN MARKETING PAYS OFF

The aim of standardization should be to ensure that uniform data, systems and technologies improve work efficiency and thus allow more time for creativity. Leading marketing experts have identified 5 areas that benefit most from standardization:

PROCESSES

No matter how creative an initiative or campaign should become – there are many processes and milestones in planning, implementation and performance monitoring that can be standardized and thus made more efficient. Those who do not have to reinvent the wheel in the process every time will have more ideas for the campaign itself.

DATA

Using standardized data formats, data collection processes, and visualization techniques, marketers can analyze, interpret, and thus optimize campaign data more quickly and accurately.

TECHNOLOGIES

Customer expectations and market requirements for the company are constantly changing – and with increasing speed. With the help of open, scalable marketing platforms that integrate apps and other marketing tools, organizations can adapt to new developments.

KEY FIGURES AND BENCHMARKS

Here, marketing experts identify perhaps the highest standardization potential, because metrics and benchmarks give both marketing and other stakeholders in the company a score card on which areas to measure and how. Relevant marketing metrics can also be obtained through external resources (such as the Sirius decision model or comScore for the effectiveness of media).

TEAM

An area of standardization that is as important as it is often neglected. This is, of course, not about setting one standard for all employees, but about setting expectations for individual roles. What are the tasks and goals of individual employees in marketing? How to measure performance and success?

What successful standardization can look like in practice and how this leads to success in worldwide marketing projects you can read in the following report.



Case study – Rohde & Schwarz



Rohde & Schwarz has stood for quality, precision and innovation in all fields of wireless communication technology for more than 80 years. The Group also draws on in-depth know-how in IT and network security with 20 years of experience and is now one of the largest German manufacturers of IT security products.

Common processes – coordinated worldwide

The Group has divided its activities into several areas of work in order to align its products with the needs of dedicated markets. This makes the coordination and launch of global product promotions, as well as consistent communication across all marketing and sales channels, all the more complex. Common goals and global standards were defined as the basis.

Shared data – to set global standards

Rohde & Schwarz has opted for a concept in the field of integrative marketing management – MARMIND – to coordinate and consolidate all marketing measures worldwide. Challenges such as product launches and campaigns without depending on dedicated tools as well as managing communication and collaboration with colleagues in more than 45 countries via email could be solved by the concept of a central platform. At the same time, the goal was to get an overview of all marketing and communication activities as well as marketing budgets worldwide.

Common technologies – for efficient implementation

By implementing an integrated marketing management solution, standards were set, and consistent communication ensured. All employees worldwide access a central platform. The solution includes:

- A one-stop platform that makes campaign planning transparent for all marketing colleagues at Munich headquarters and other Rohde & Schwarz locations worldwide
- Internationally aligned and coordinated campaigns, new product introductions and events
- Provision of central guidelines for local implementation across all countries



Measurable benefits – for global and local teams

Rohde & Schwarz achieved the goal of a desired standardization and optimization for worldwide marketing activities. The results are:

- Faster and more effective internal communication and coordination due to standardized internal terms, roles and processes
- Consolidated tracking of market-segment-specific campaigns and costs
- Increased efficiency due to predefined campaign checklists and toolboxes
- Strengthening of brand consistency through standardized planning and implementation of all activities

Quote

MARMIND has allowed us to hone marketing with precision at Rohde & Schwarz. Our marketing departments at Munich headquarters, as well as our subsidiaries around the world, work more efficiently thanks to the implementation of a standardized planning structure and simplified internal processes. Especially the alignment of cross-regional marketing campaigns via MARMIND has improved significantly. Our teams have more room to be creative and exchange ideas. MARMIND has helped us to emerge as a strong, global marketing team.

WOLFGANG SCHMITTSEIFER, VICE PRESIDENT CORPORATE MARKETING

Conclusion

Standardization in marketing may seem impossible given the ever-changing conditions in marketing. However, standardizing processes, data, technologies, and metrics can become a success factor for marketing communication.

The easiest way to do standardization in marketing is with the help of specialized software solutions. If the introduction is preceded by a well-founded selection process, it represents a long-term profit and success factor for the entire company. With the introduction of a cloud-based software solution, it is also possible to react more quickly and flexibly to changing market and customer demand as well as communication channel requirements.

Other articles on the subject:

<http://marketingland.com/marketers-time-stop-standardize-130267>

<https://study.com/academy/lesson/global-standardization-in-marketing-definition-strategy-quiz.html>

<http://blog.integrate.com/marketing-data-standardization>

<http://smallbusiness.chron.com/global-standardization-marketing-25939.html>



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