

Edition-18

15th – 30th July 2019

Editor's Note

Welcome to the Marketing Bonanza, an integral character of the MBA Marketing Club.

This is the first edition of 2019. We had a great year behind, Better year ahead. Share perspectives, realities, Suggestions, information, any interesting stuff in regards to advertising which could be published in our further releases on the mail id's made reference to beneath.

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Trending in Marketing

- 1) *Google Introduces Relative Mobile Conversion Rate Metric*

Marketing Bonanza

(Marketing E-News)

In Continuation with previous edition's article

The role of marketing in the firm and the c-suite.

There is a long history of debate between how academic researchers conceptualize "marketing" and how that is reflected in the activities firms may engage in and how they organize to accomplish these activities. Thus, academic views and corporate practice concerning the role of marketing within the firm have often been out of alignment. However, as the world has become flatter, governments have increasingly shaped policy, supply chains have globalized and "customer demand" (not supply) is the limiting factor on corporate growth, it's clear that from both perspectives the role of marketing within the firm needs to be carefully re-examined.

We need to explore what is possible, as well as what is already happening in some firms. For example, in some firms, marketing has lost power within the firm even though one of its fundamental roles is to represent the voice of the marketplace in firm discussions. In others, marketers have grown in stature and been given new responsibilities for a wider array of insight- and demand-generating activities.

Relevant questions include:

WHAT ARE MARKETING VS. NON-MARKETING ISSUES AND TASKS?

Has the scope of marketing activities and tasks expanded or has it contracted? Recent evidence suggests that most information is no longer controlled by the marketing function, but is now controlled as an organizational asset under the responsibilities of the analytics or IT group, and that has shifted the balance of

Trending in Marketing

2) Google Ads Lets Users Add Filters to the Overview Page

Google Ads is introducing filters to the Overview page.

3) Facebook Makes Changes to Housing, Employment, and Credit Ads

Facebook is requiring that advertisers use a new process when buying ads related to housing, employment, and credit. This new process applies to advertisers who are either based in the United States or using ads to reach US-based audiences.

power within the organization. Is this the case, or is the evidence to the contrary?

HOW SHOULD MARKETING TASKS BE ORGANIZED WITHIN THE FIRM?

When should organizations centralize marketing activities, and when should they decentralize them and push marketing activities into the businesses? Is there an optimum balance? And if there is, what determines what is optimal vs. non-optimal? Firms such as [Cargill](#) have “atomized” its core platforms to over 80 business units and pushed marketing to the front lines. Other organizations have increasingly centralized marketing to share cost and services. What is the right model? Does it depend on industry and customer context?

WHAT DOES A “WORLD-CLASS” MARKETING ORGANIZATION LOOK LIKE?

[Popeyes](#) chain of chicken restaurants has recently reorganized with the most senior “marketer” the chief brand officer. In turn, the CMO, guest experience and PR areas report to the chief brand officer. Some organizations do not even have a CMO, assuming that the growth function can be done with other organization-wide resources. What is the best structure? Or does it depend on the competitive context or other factors?

SOME CMO’S ARE BEING GIVEN RESPONSIBILITY FOR BUILDING THE ORGANIZATION’S MARKETING CAPABILITIES.

How do I build my company’s marketing capabilities? Is it more about finding and keeping the right people, or more about building a standard tool-kit? In either case, should I build or buy? If I decide to build what is the right “roadmap for change?” Do I invest in training? If yes, what is the right form and design of these initiatives?

HOW DO I ATTRACT THE BEST MARKETING TALENT?

Trending in Marketing

1) *Google's Lightweight Search App 'Google Go' Available Worldwide*

In addition to using less memory, less storage, and working well with spotty internet connections – Google Go offers some advanced features such as the ability to read content out loud. Google Go can read web pages in a natural-sounding voice across 28 languages, even on connections as slow as 2G. It can also read text captured in photos with Google Lens. Google Go is available now on the Play Store for Android devices.

What does it take to keep the best marketing talent? How do I stop people getting “stale in the saddle” but keep them engaged in the same area long enough to benefit from their experience?

WHO IS/SHOULD BE REPRESENTING MARKETING IN C-SUITE CONVERSATIONS?

Does it have to be a CMO? What are viable alternatives, if any?

WHAT IS/SHOULD BE THE ROLE OF THE CMO?

Voice of the marketplace? Demand generation? Growth champion? Innovation-driver? Capability-builder? All of the above? What are the costs and benefits of different CMO roles under different conditions?