

TalentZoo.com

The #1 Career Site for Ad, Marketing and Media Professionals

username password [Forgot it?](#)

HOME JOB BOARD POST JOBS UPLOAD RESUMES TALENT EMPLOYERS LOUNGE

guest columnist

Marketing to the Empowered Consumer – Are You Ready?

by Mike Shetty
10/17/2007

Until recently there was a clear line separating the channels and objectives of brand and direct. One focused on creating awareness and share-of-mind via television, radio and print, and the other on inspiring a specific action and share-of-wallet via mail, telemarketing and more recently – email. That line is quickly disintegrating, and it’s no longer a question of traditional brand advertising versus direct marketing. The answer lies in a combination of both skill sets to create and execute relevant campaigns driven by consumer insights.

Today’s reality is that the proliferation of media, channels and consumer empowerment has brought about a new age of marketing accountability, and an increased pressure to demonstrate measurable results quickly to the C-suite. And as this volatile landscape continues to shift, so must our view of how marketing organizations must structure themselves in order to keep pace. So what can we, as marketers, do to adapt and succeed in this environment?

1. Expand the role of the CMO
Historically CMO’s have leaned heavily on traditional advertising agencies to drive marketing and media mix allocation decisions. But as the pressure to demonstrate accountability grows, CMOs are faced with the need to bolster these capabilities with the advanced analytics and quantitative skills rooted in the world of direct marketing. And while branding and the creative skill sets that traditional agencies bring to the table remain vitally important; they are relying less on mass media channels and redirecting marketing dollars to more measurable, targeted forms of media.

Indeed, one of the most significant challenges that CMO’s are contending with is how to strike the right balance of both the qualitative and quantitative sides of the marketing equation. And as they drive changes internally to better integrate these disciplines, they need to challenge their agency-side partners to proactively change and expand their ability to support this new

About the Author



Mike is President of Merkle Agency Services. In his role he is responsible for driving the new Merkle value

proposition through the marketplace and commercial markets group clients. In his 16 years with the agency, Mike’s prowess for long-term strategic planning and dedication to service and quality, have been instrumental in establishing Merkle Agency Services as a direct marketing agency built on a platform of unparalleled service provided by the best people in the industry.

Prior to joining Merkle, Mike was Director of Marketing Research and then an Account Executive at Donnelley Marketing. Mike is actively involved in the Direct Marketing Association (DMA) and is a member of the Association’s Financial Services Council. As an active industry speaker, he often presents on the topic of data-driven marketing.

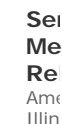
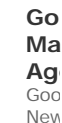
WEB
www.merkleinc.com/

RSS [Subscribe to RSS Feed](#)

[View archived columns](#)

[Print friendly version](#)

[Email this article](#)



reality.

2. Adopt a customer-centric approach

Most marketers are still organized around their product lines, markets or technologies. But as consumers continue to adopt the new technologies that give them fingertip control of how, when and if they want to be marketed to, marketers should consider realigning their traditional “Four Ps” focus (product, place, price, promotion) – and engage customers on their own terms.

Achieving customer-centricity requires an organizational philosophy that puts the consumer at the center of campaign planning and execution; and an infrastructure that leverages enterprise-wide intelligence to enables true continuity of the brand message across all media. This powerful combination creates a customer experience that is relevant and consistent – resulting in a customer that is engaged, loyal and a true advocate of the brand.

3. Reshape the planning process

It’s still a surprisingly common practice for marketers to simply hand off the planning process to their advertising agency partner and rarely question the recommendations. Marketers need to take a more interactive, cross-disciplinary approach to campaign planning that brings the full compliment of disciplines together.

A handful of today’s leading marketers are driving this new model of campaign planning - engaging both advertising agency and the database marketing agency to form a truly integrated, enterprise-wide marketing platform. Operating in this environment enables an organization to fully leverage the value of brand and consumer insights as they are infused into the development of all marketing communications.

Consumers undoubtedly have more media, information and channel options available to them than ever before. And although it certainly is shaking up the landscape, consumer empowerment is an amazing opportunity. We as marketers have an unprecedented ability to get closer to the consumer, understand their motivations and respond quickly to their needs. While there is no single “silver bullet” answer, those who are willing to adopt change and commit to a customer-centric view that is supported by an enterprise-wide marketing infrastructure will surely blaze trails that others will scramble to follow.



[Comments](#)

Search Talent Zoo Articles:

You can also:

- [Create a My Talent Zoo Account](#)
- [Search the Job Board](#)
- [Upload Your Resume](#)
- [Post a Job](#)
- [Search the Resume Database](#)



[Questions/Comments](#) | [RSS](#) | [Subscribe to RSS](#) | [Home](#) | [Subscribe to Mailing Lists](#) | [Job Board](#)
[Careers at TalentZoo](#) | [Advertise with Us](#) | [Site Map](#) | [Privacy Policy & Terms of Service](#)
[Employer Testimonials](#) | [Talent Testimonials](#) | [Partial Client List](#) | [Press](#) | [Affiliate Program](#)
[Help](#) | [FAQs](#)
[Advertising Jobs](#) | [Marketing Jobs](#) | [PR Jobs](#)

- Ex**
Irv
Goo
Cali
- Acc**
Ogil
Nor
- hol**
Taler
- Acc**
Arizo
- Inte**
Mass:
- Acc**
Arizo
- Flas**
Mass:
- Med**
Color
- Assi**
Mass:
- Inte**
Mass:
- Proc**
North
- Bilir**
Georç
- Dire**
Dev
Wash
- Dire**
Acc
Mass:
- Digi**
Califo
- Viev**

©2007 Talent Zoo Inc. All Rights Reserved.