PIM Online - 14 maart 2017

‘De Marketingorganisatie van de Toekomst’

ROB BELTMAN

pim PLATFORM INNOVATIE IN MARKETING

HEROES crafting customer centric companies

Hoe ***OPTIMALISEER*** je de ***MARKETINGORGANISATIE*** zodat je klaar bent om te ***WINNEN*** in de marktomstandigheden van ***MORGEN***?

ONZE MARKETINGORGANISATIE IS FUTUREPROOF

A Zeker weten, kom maar op!

B Nog niet, maar we komen er wel

C Nee, we moeten echt aan de bak

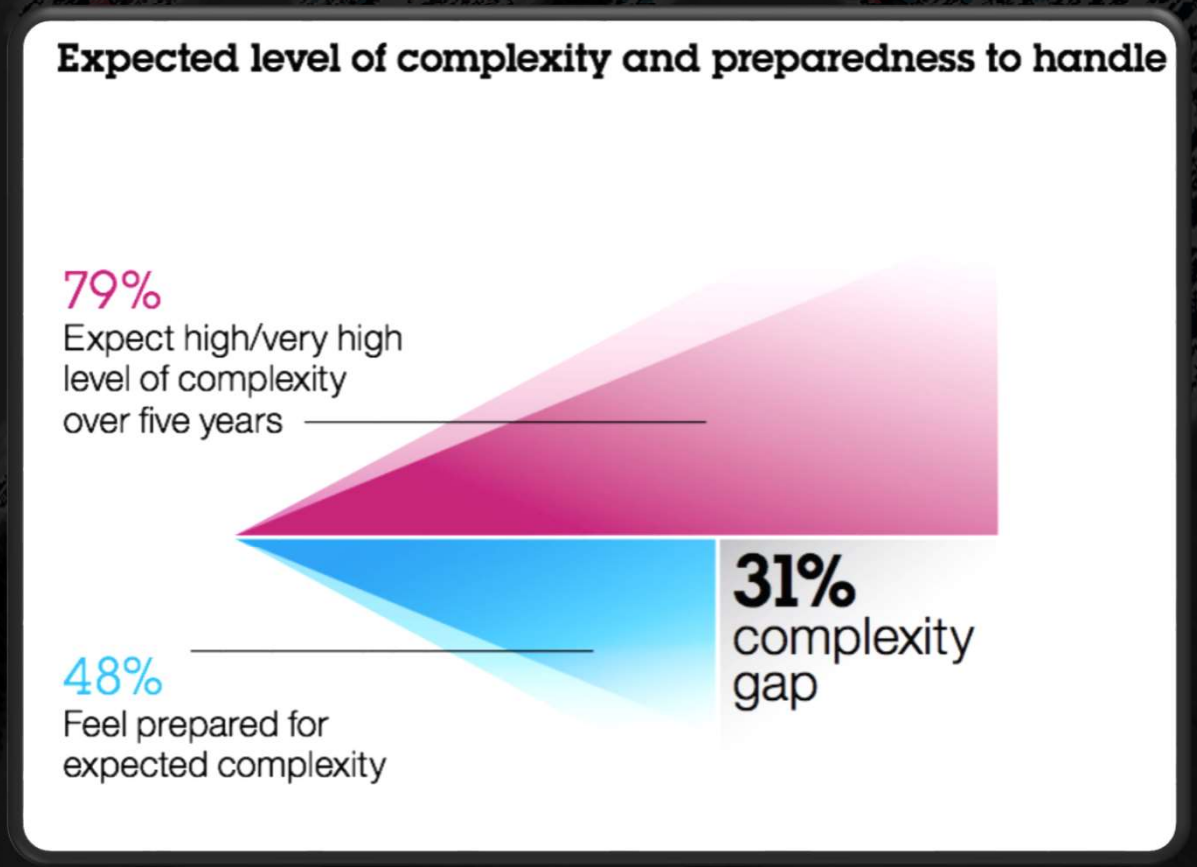
D Nog geen moment over nagedacht

Grote Marketing Enquête ‘16

KANSEN/UITDAGINGEN	TECHNOLOGIE / INTEGRATIE	39 %
	KLANT CENTRAAL / 1:1	36 %
	AANDACHT KRIJGEN / HOUDEN	20 %
	BIG DATA / INTELLIGENCE	19 %
RISICO’S/BEDREIGINGEN	KORTE TERMIJN DENKEN	13 %
	GEBREK VAKMANSCHAP	13 %
	MARKETINGMOEHEID	12 %
	SNELHEID / COMPLEXITEIT	12 %
“READINESS”	VOLDOENDE TECHNISCHE KENNIS	31 %
	TWIJFEL / ONVOLDOENDE	43 / 32 %
	VOLDOENDE MARKETING KENNIS	37 %
	TWIJFEL / ONVOLDOENDE	47 / 14 %

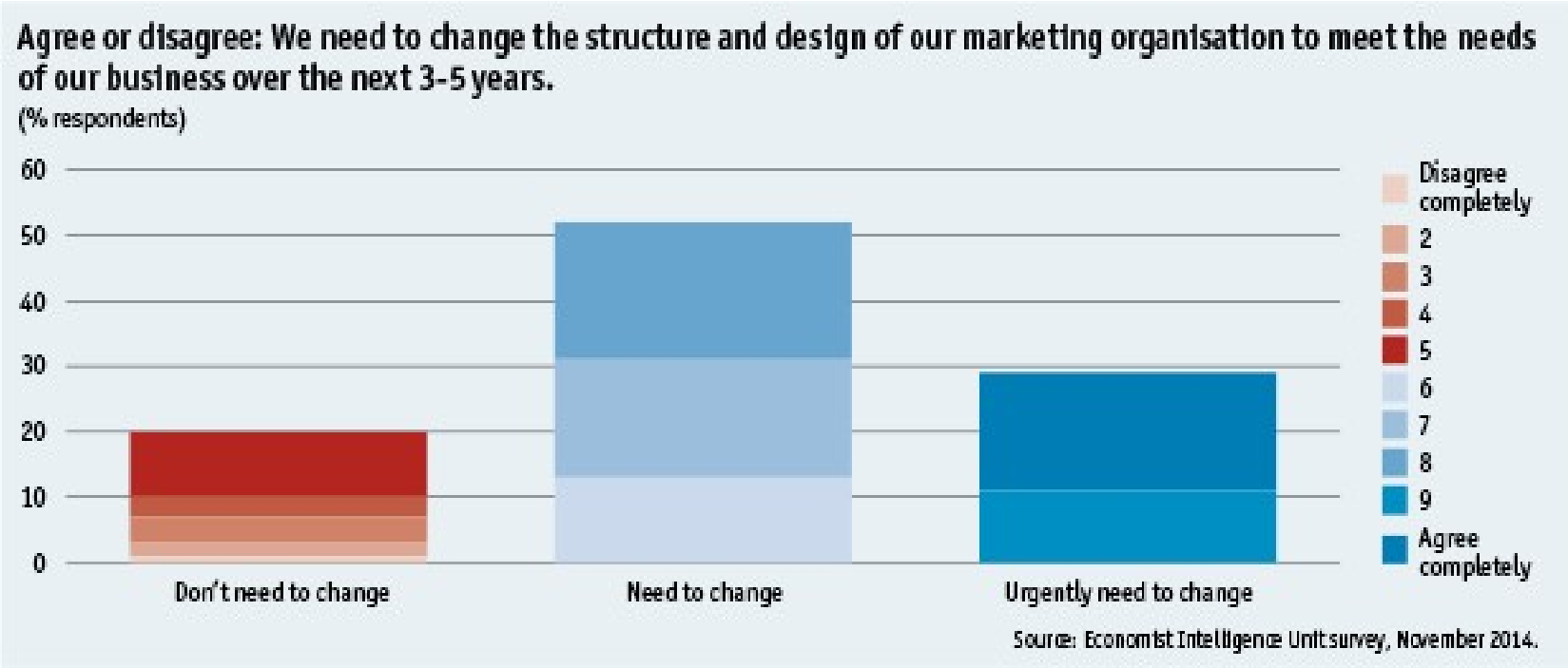
BRON: TIJDSCHRIFT VOOR MARKETING | NOVEMBER 2016

KUNNEN WE DE COMPLEXITEIT AAN?



Bron:
FROM STRETCHED TO STRENGTHENED
IBM INSTITUTE FOR BUSINESS VALUE

CONSEQUENTIE VOOR MARKETING



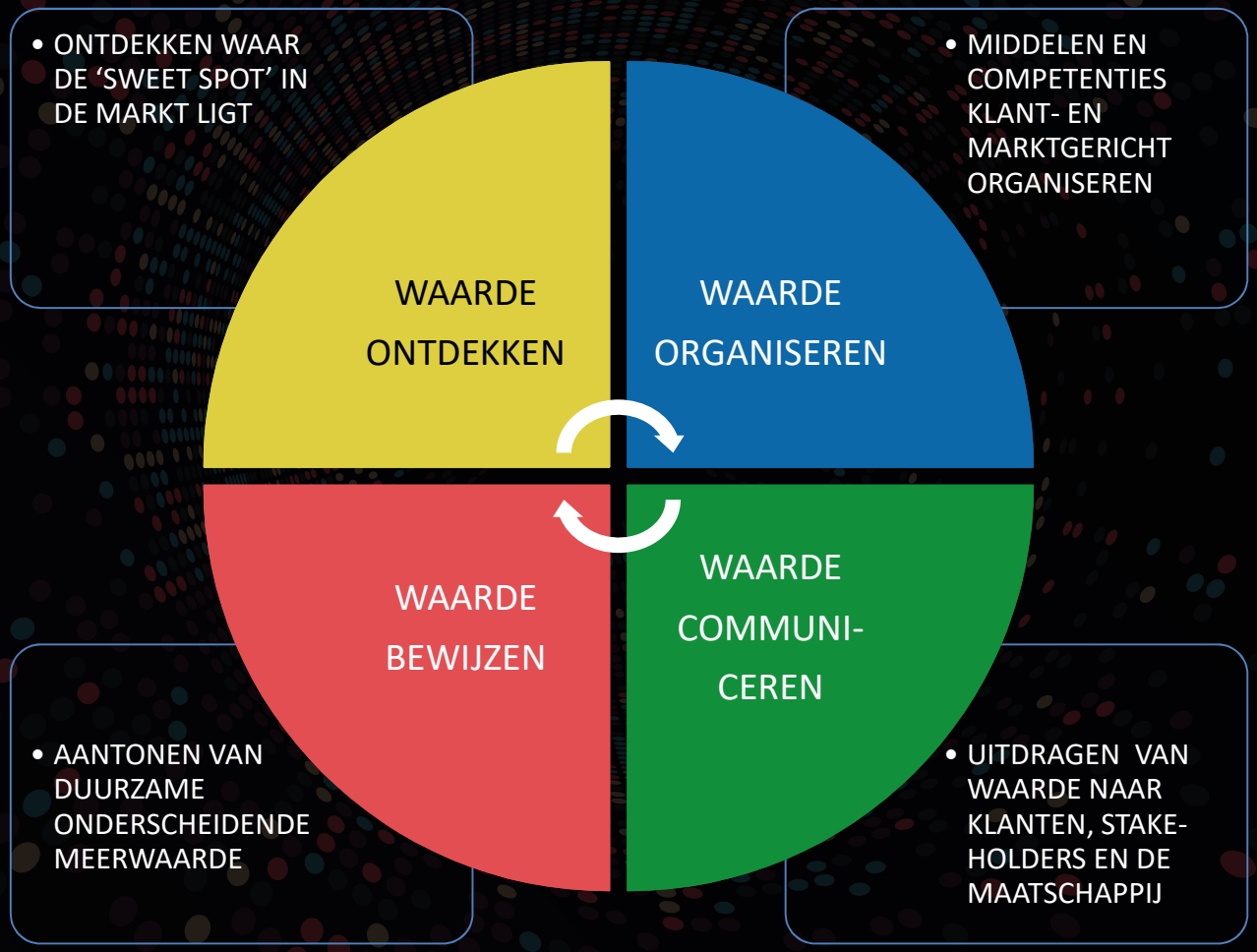
The Economist Intelligence Unit

“MARKETING IS TOO IMPORTANT
TO BE LEFT TO
THE MARKETING DEPARTMENT”

DAVID PACKARD (HP)

Wat is MARKETING?

KERNFUNCTIES VAN MARKETING

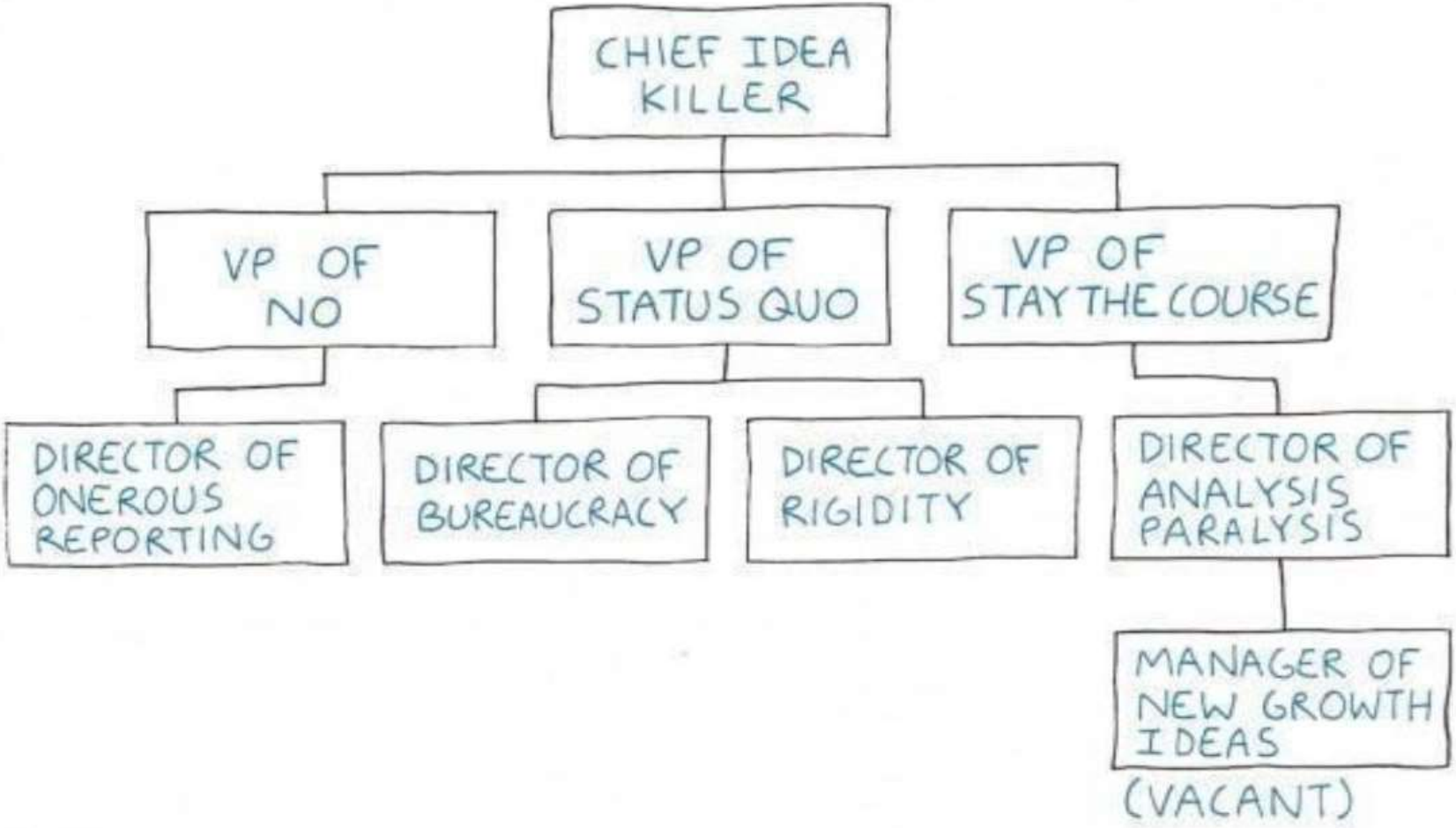


DE GESCHIEDENIS VAN HET VAK

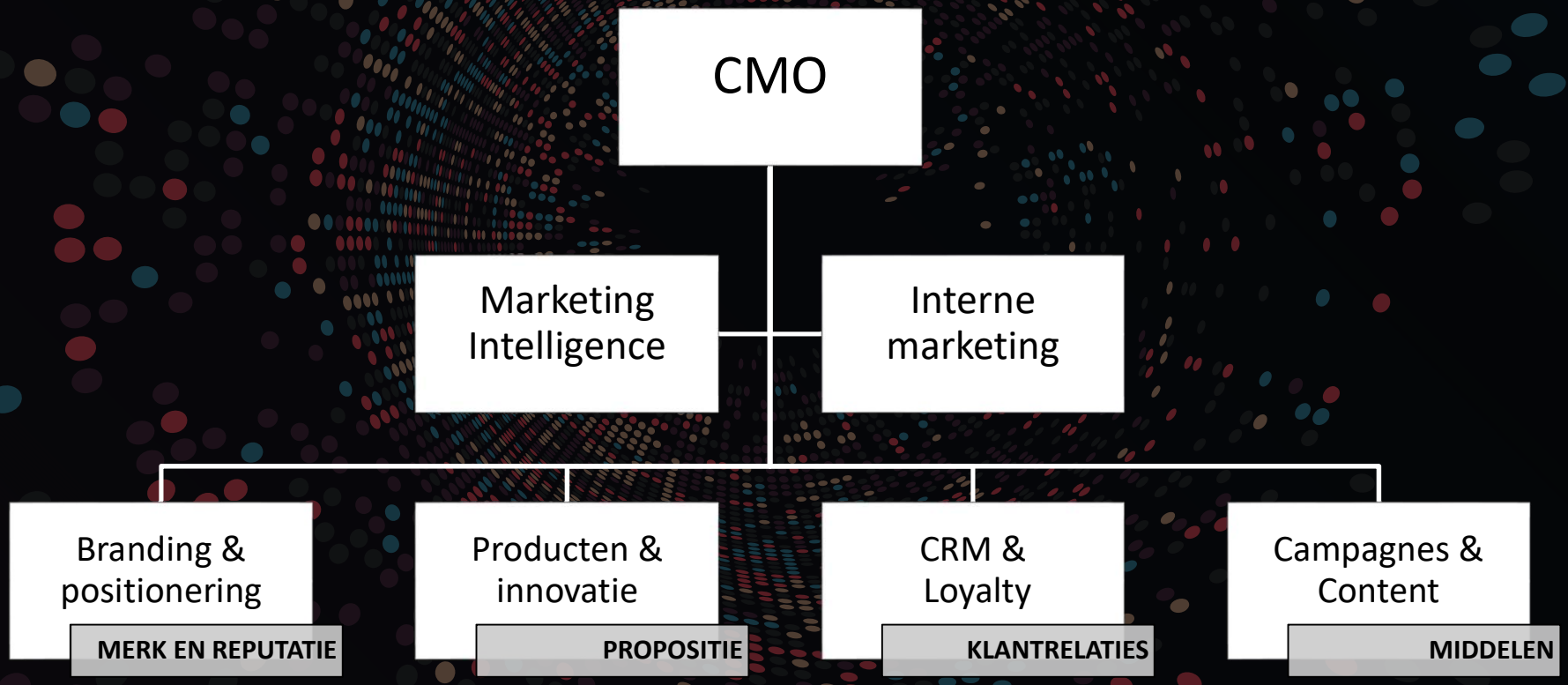
Marketing is olympische topsport !

Zelfs 2 x olympische topsport !

VRAAGT EEN IETS ANDERE STRUCTUUR



INTEGRALE MARKETING AFDELING

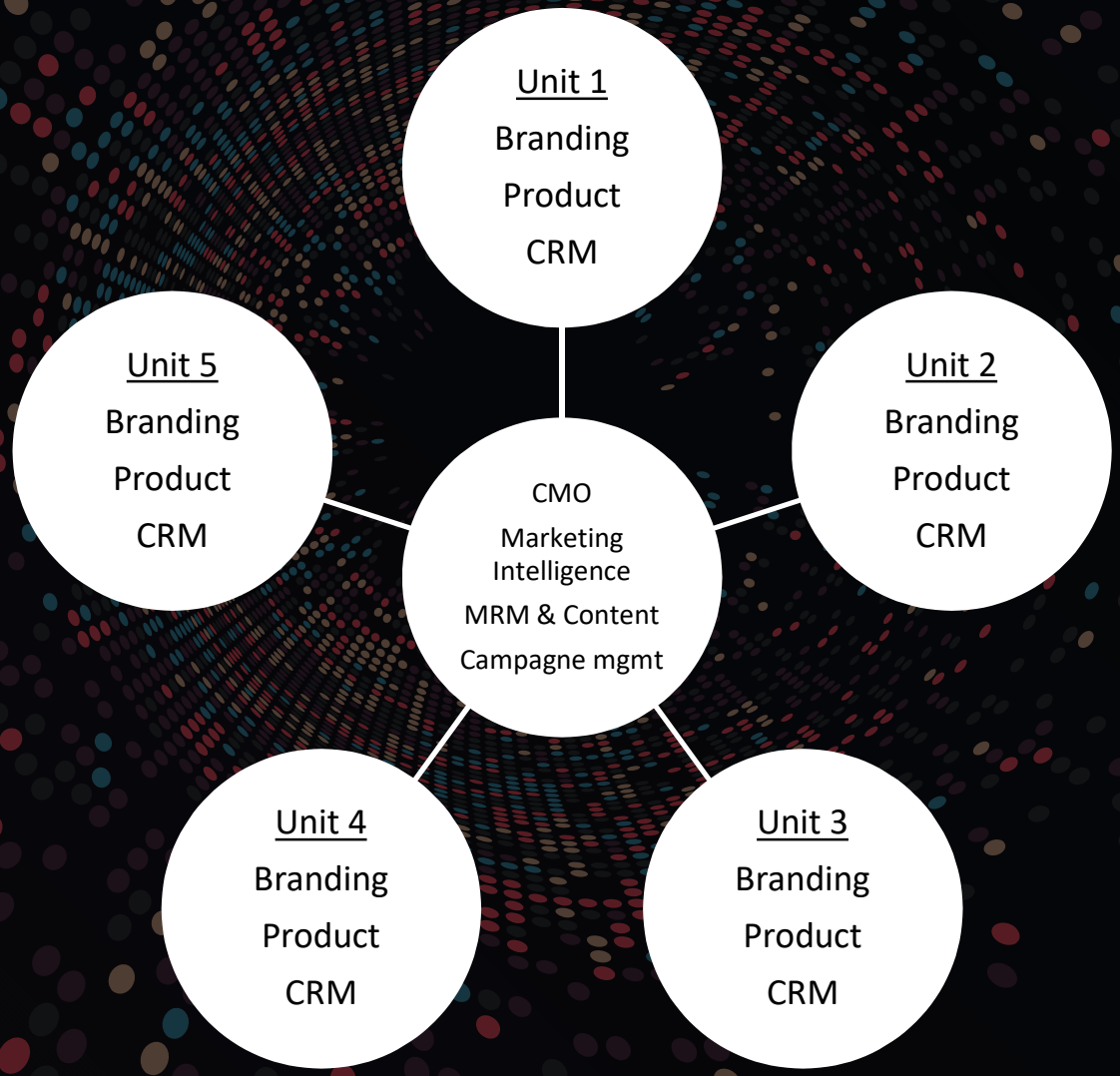


VIJF DESIGNPRINCIPES

1. WENDBAARHEID
2. KORTCYCLISCHE ORIËNTATIE
3. DIGITAL BY DESIGN
4. SKILLS VOOR STRUCTUUR
5. REGISSEUR VAN RELEVANTIE

HUB & SPOKE - COÖRDINEREND

HUB & SPOKE - FACILITEREND



NETWERK MET TASKFORCES

TASKFORCE 1

JOB: IMPROVE ONLINE BRAND VISIBILITY FOR BRAND X

COMPOSITION (COMPETENCIES):
- BRANDING & REPUTATION
- DIGITAL

TASKFORCE 2

JOB: BUILD ONLINE CUSTOMER ENGAGEMENT FOR TARGET GROUP Y

COMPOSITION (COMPETENCIES):
- CRM/LOYALTY
- DIGITAL

TASKFORCE 3

JOB: DEVELOP INTRODUCTION STRATEGY FOR NEW PROPOSITION Y

COMPOSITION (COMPETENCIES):
- INNOVATION & DEVELOPMENT
- PRICING & REVENUE

COMPETENCE TEAM CRM/LOYALTY

COMPETENCE TEAM DIGITAL

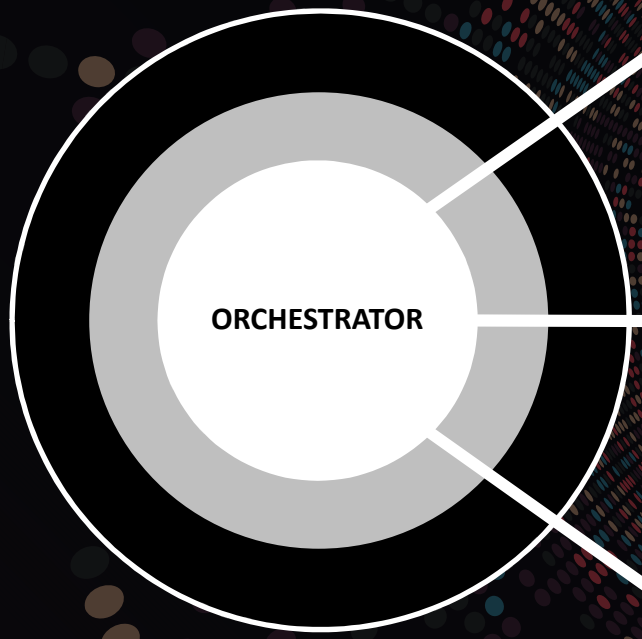
COMPETENCE TEAM INNOVATION & DEVELOPMENT

COMPETENCE TEAM BRANDING & REPUTATION

BACKBONE
Marketing Intelligence
MRM & Content
Campagne Management

COMPETENCE TEAM PRICING & REVENUE

ORCHESTRATOR MODEL



"THINK"

- MARKETING INTELLIGENCE
- INNOVATIE & BUS. DEV.
- PRIJSBELEID & REVENUES
- PORTFOLIO & PRODUCTS

"FEEL"

- BRANDING & REPUTATIE
- CRM & LOYALTY
- INTERNE MARKETING

"DO"

- DISTRIBUTIE & PARTNERS
- CHANNEL & CAMPAGNE
- MRM & CONTENT MGMT

Bron:
The Ultimate Marketing Machine
M. de Swaan Arons, F. van den Driest, K. Weed

VAN DOENER NAAR REGISSEUR: LANG LEVE DE LUIE MARKETEER!

Bedankt en
let’s stay in touch

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