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ORGANISATION

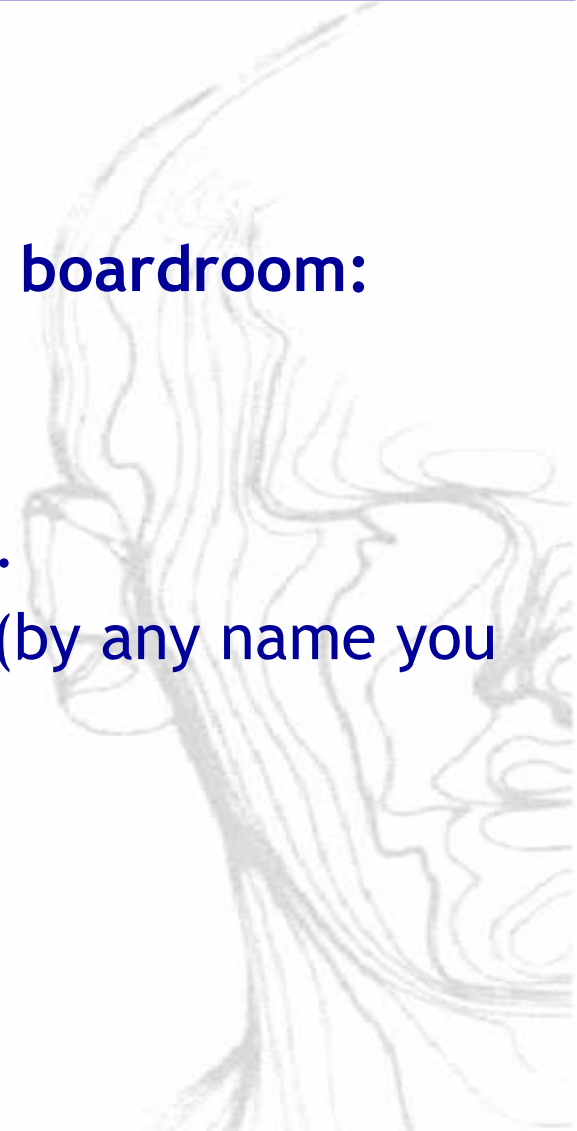
The role of Strategic Marketing in the boardroom

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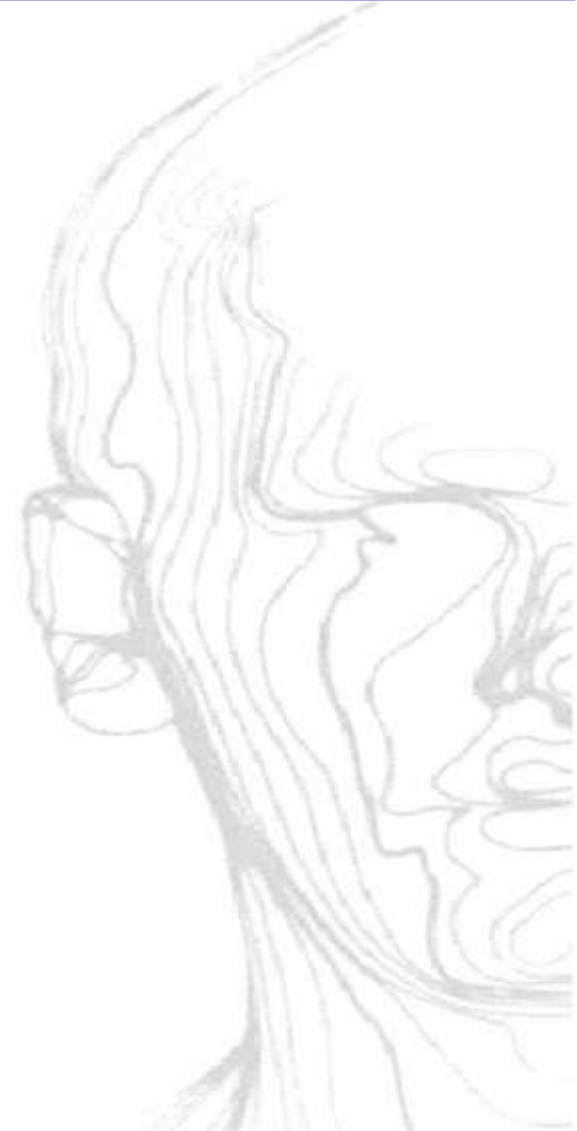
Agenda

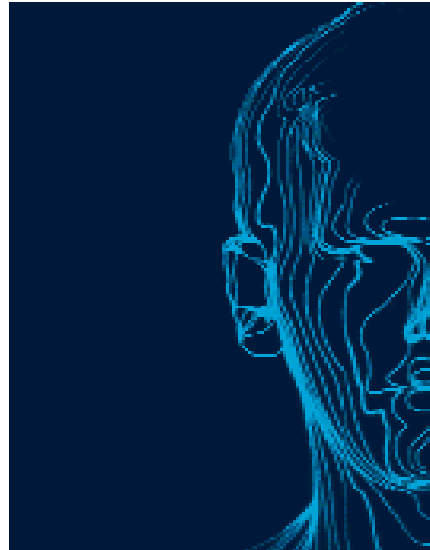
- The role of strategic marketing in the boardroom:
 - Who cares?
 - And the role of the boardroom is.....
 - And the role of strategic marketing (by any name you fancy) is.....



Who cares?

- Only those that have to



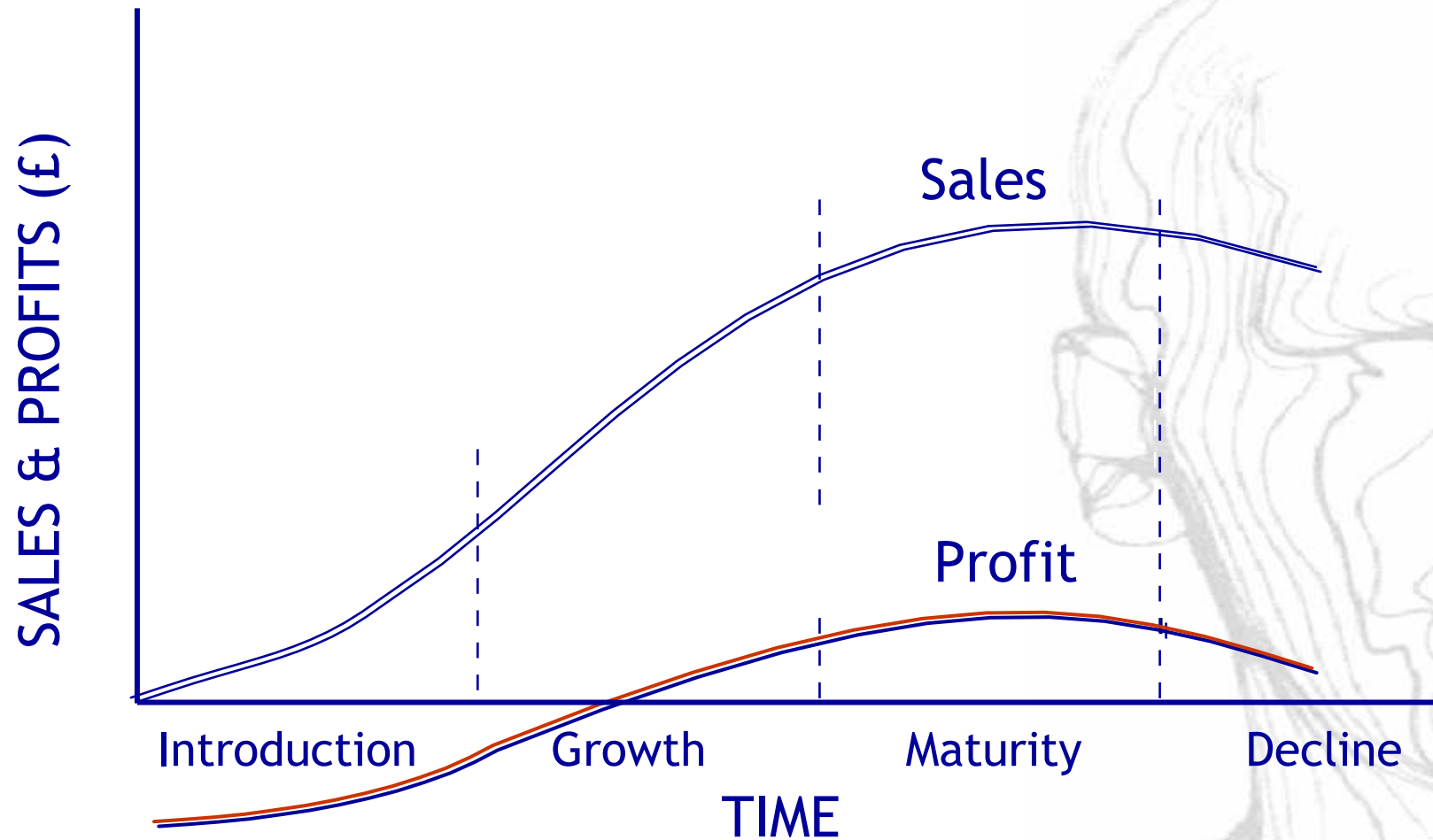


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The Product Life Cycle (PLC)



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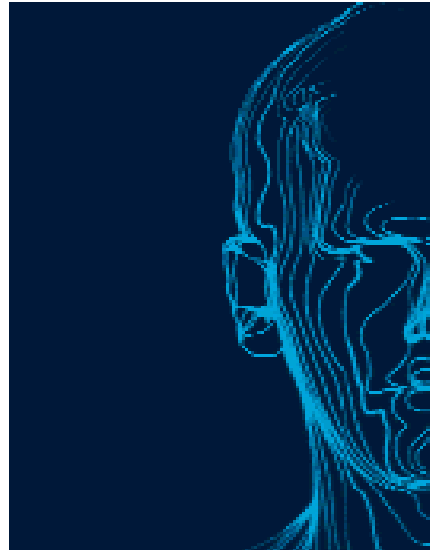


The Product/Service Life Cycle



A Rite of Passage?

Suppliers ← Control → Customers				
Intro	Growth	The 'Chasm'	Maturity	Decline
<ul style="list-style-type: none"> • WiFi • VoIP • Digital TV • Gene services • GPS • SatNav • Space tourism • Functional food 	<ul style="list-style-type: none"> • Doctors • Alternative medicine • Further education • Broadband • Call centres • Farmers markets • Home services 	<ul style="list-style-type: none"> • Dentists • Lawyers • Veterinaries • IT Hard/Software • Mobile telephony • Satellite TV • Financial services • Air travel • Grocery Retailing 	<ul style="list-style-type: none"> • Accountants • Retailing • Hotels • Consulting • Fixed line telephony • Banking • Pharmacists • Pkg.Holidays • Fmcg • Con.durables 	<ul style="list-style-type: none"> • Laundry • Milk delivery • Manufacturing • Mass prod.n • Local pubs



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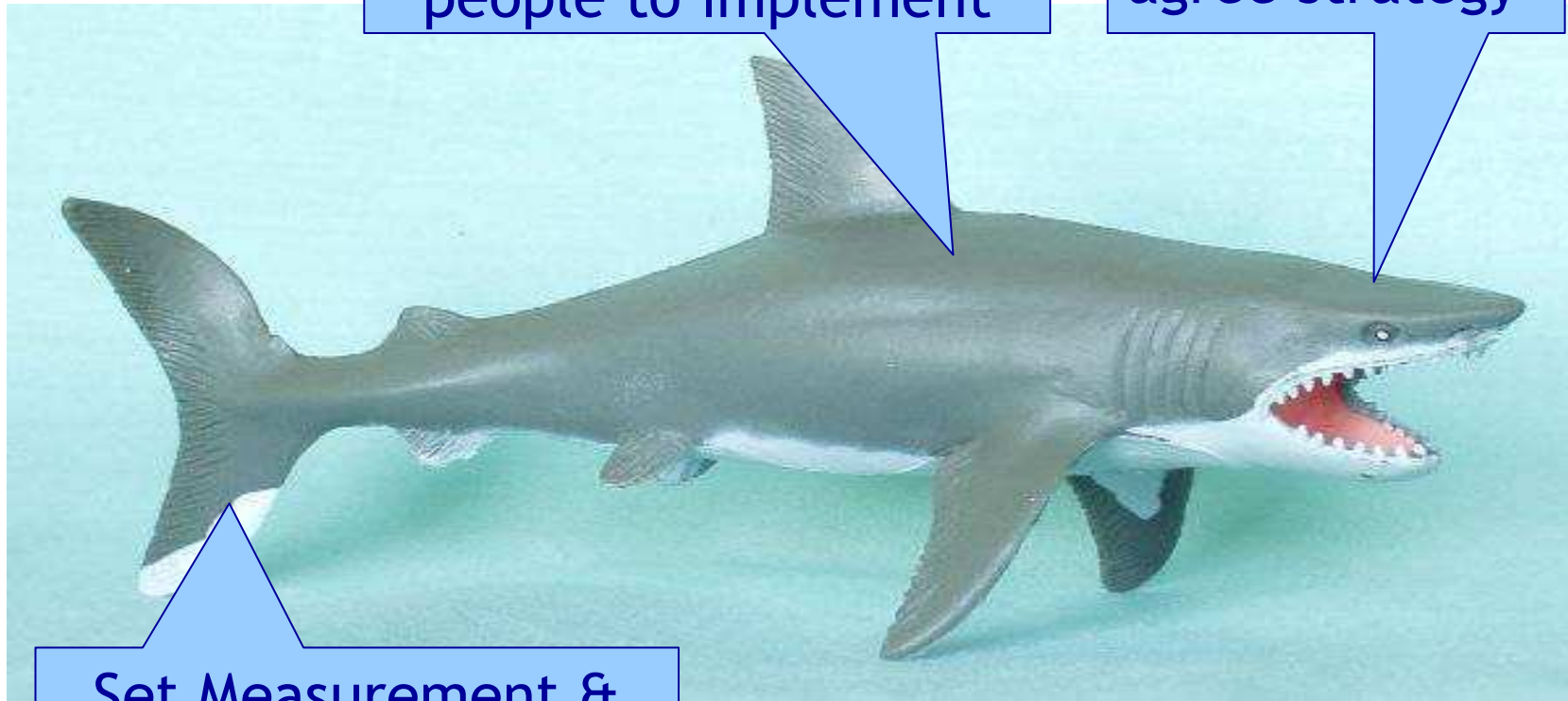
**And the role of the
boardroom is.....**



In the board room we...

Allocate resources for people to implement

Set direction & agree strategy



Set Measurement & Control systems

And how good are we?

Treacy & Wiersema say that:

Weak Strategy

1. Dabble or aggregate markets
2. Try to be good at everything
3. Allow history and politics to direct resources

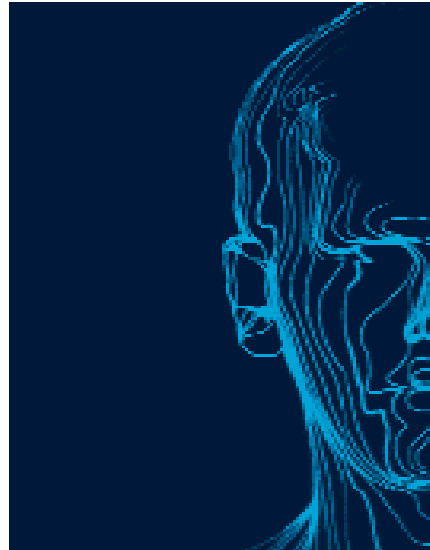
Strong Strategy

1. Pick a market to dominate
2. Decide a single factor for competition
3. Focus resources to that end



= Strategic Marketing!!

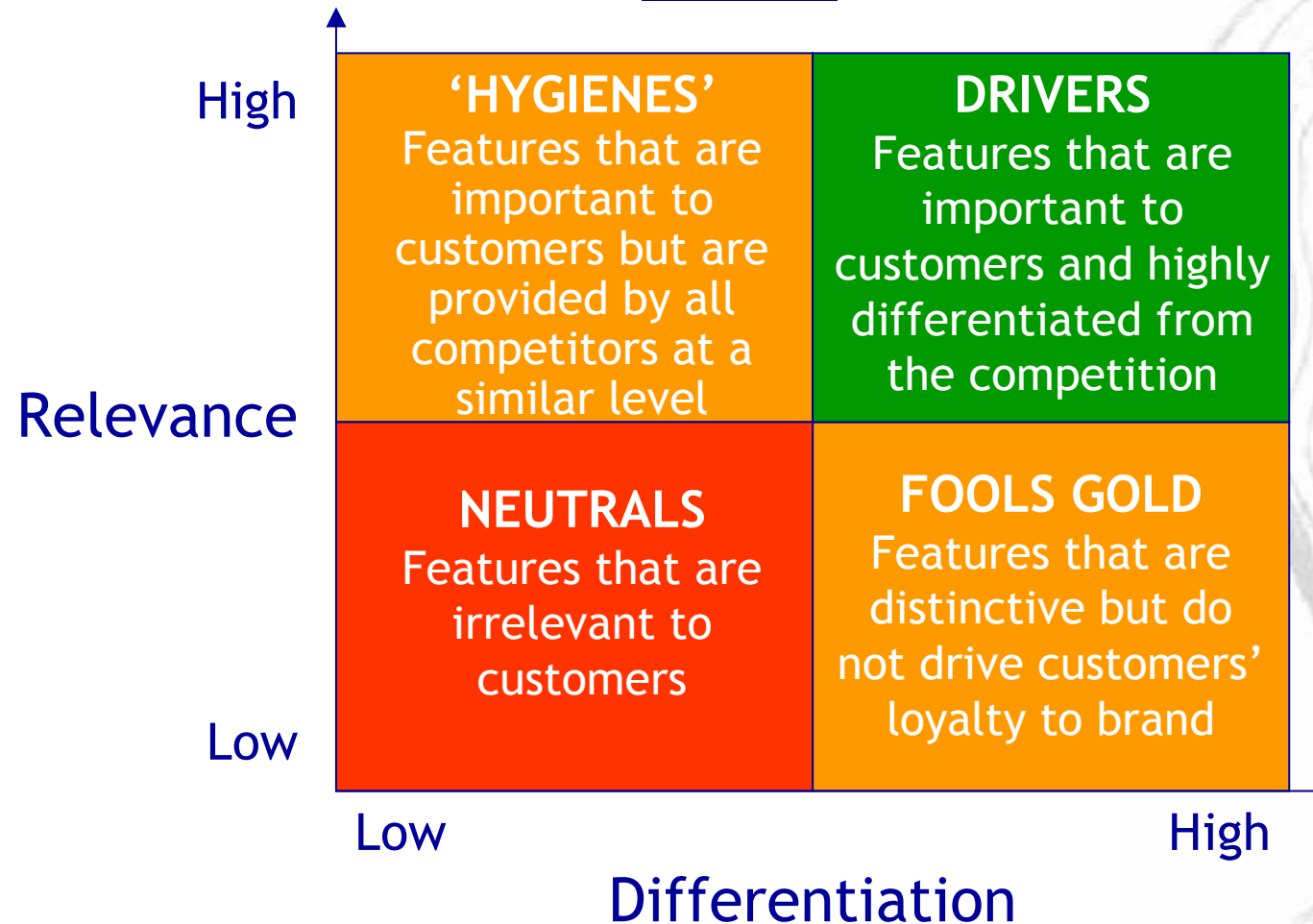
Source: Treacy & Wiersema



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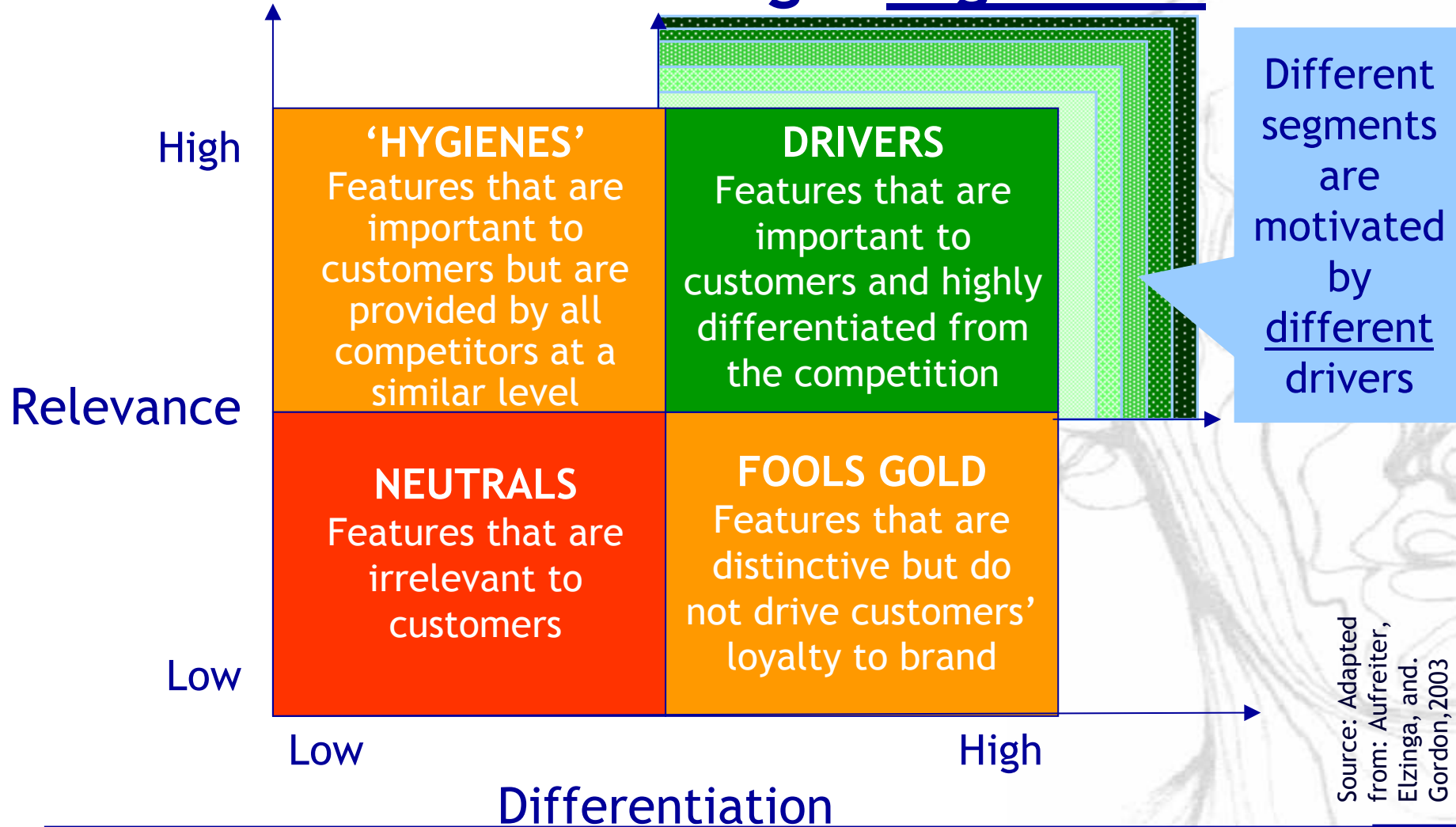
**And the role of
strategic marketing (by
any name you fancy)
is.....**

Differentiate to your market's needs

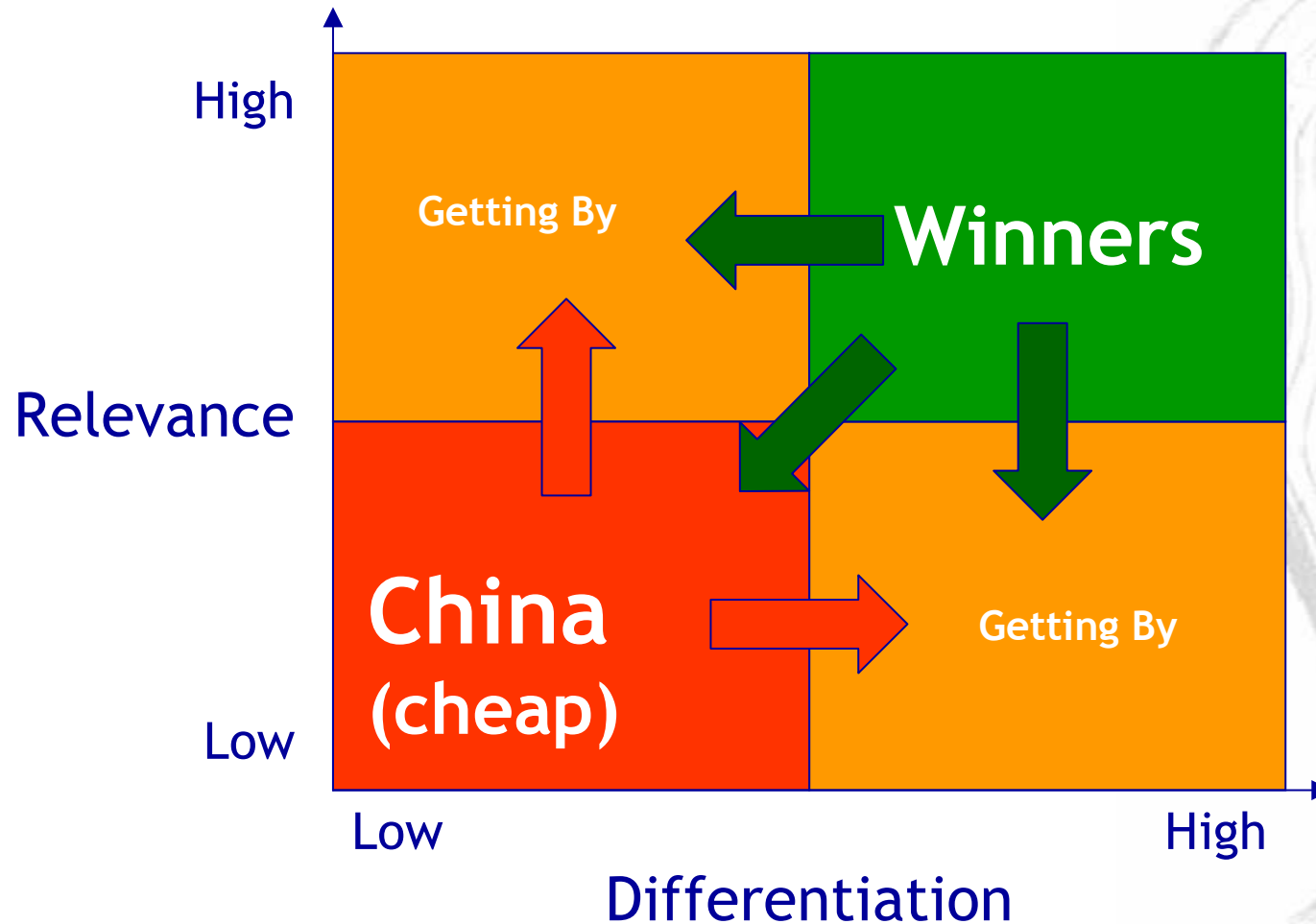


Source: Aufreiter, Elzinga, and. Gordon, 2003

Differentiate to the target segment's needs

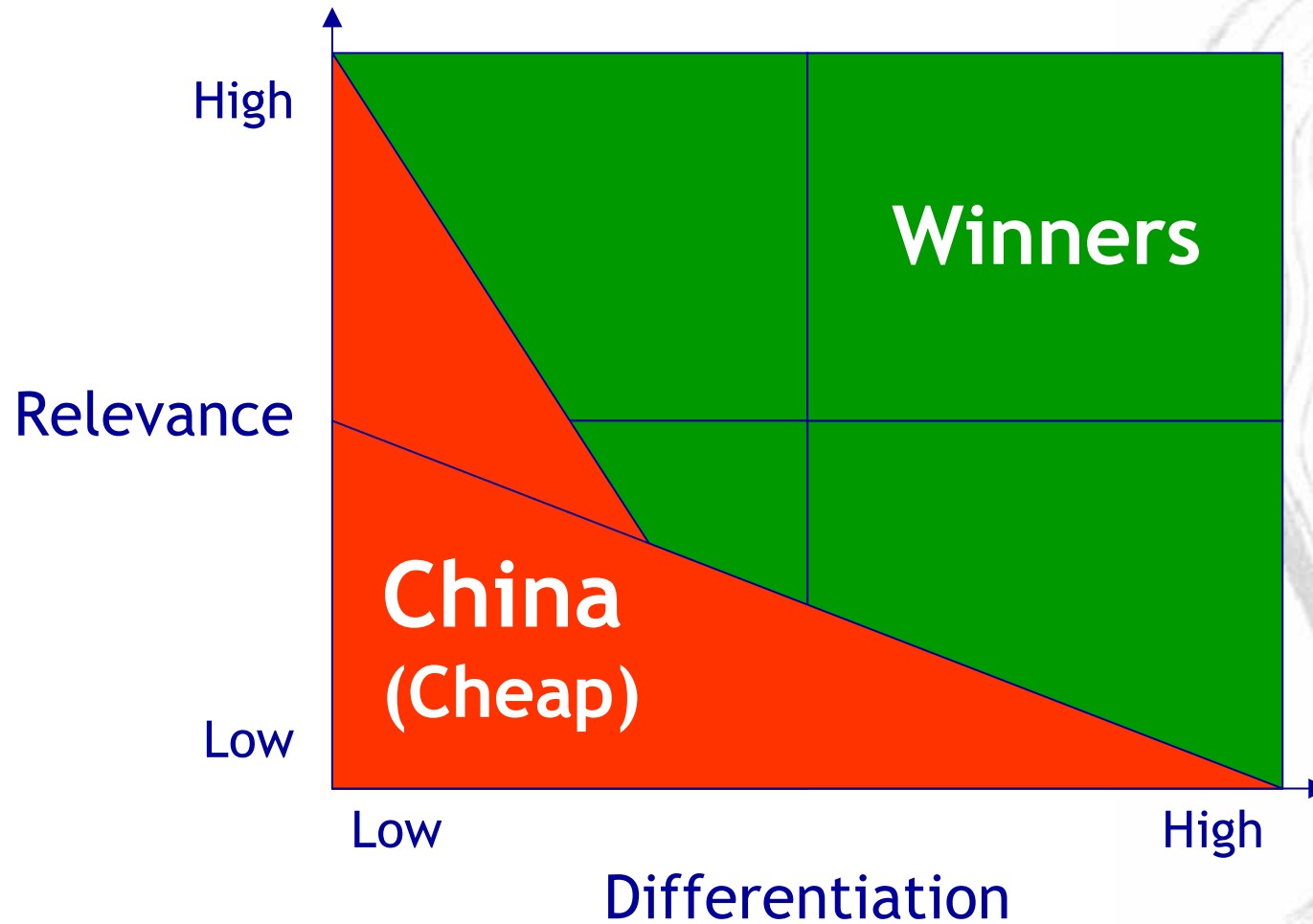


Or, be 'Differentiated' out of business



Source: Adapted from: Aufreiter, Elzinga, and. Gordon, 2003

And in the long run



Source: Adapted from: Aufreiter, Elzinga, and. Gordon, 2003

A final word

- The key is to:
 - Differentiate
 - Focus
- Strategic Marketing can be carried out by:
 - Marketing Director (if he/she can leave the Marcoms alone)
 - Managing Director
 - Business Development Director
 - Commercial Director
 - Sales Director
 - Finance Director (I have met 2)
- But it **MUST** be done by someone if the organisation is to survive



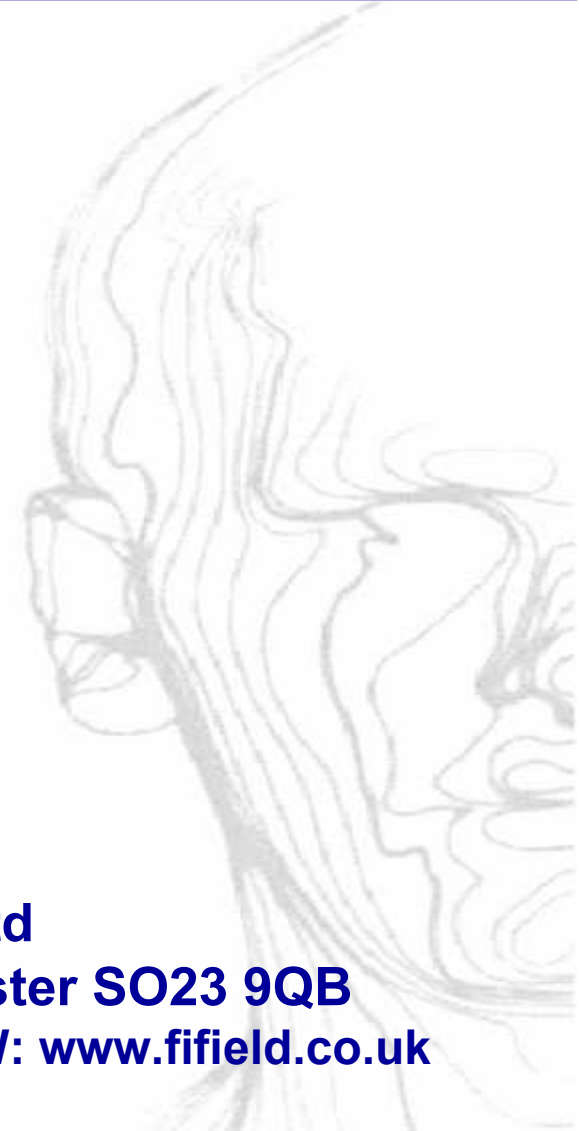
A final, final word.....

“It’s not about how good you are, it’s about how bad you want it”





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