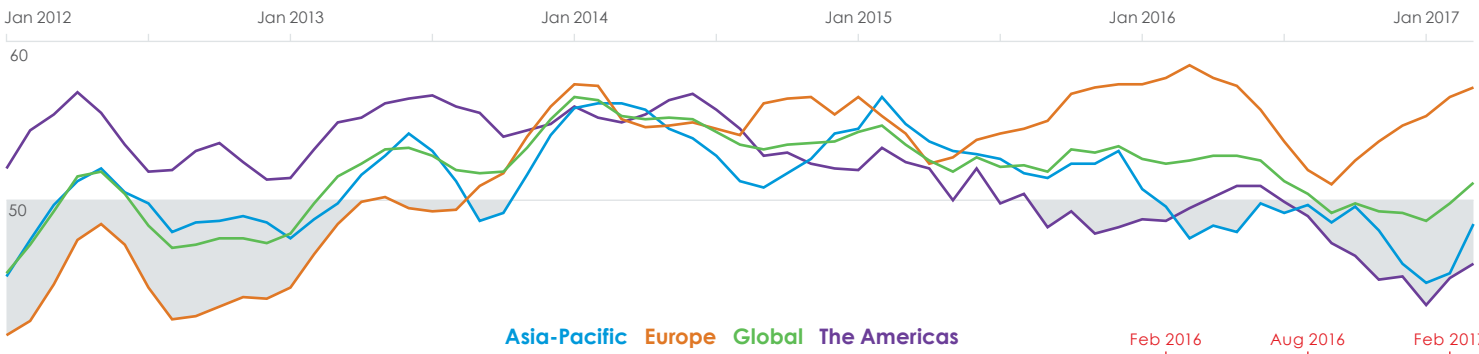


# Sufficiently efficient: four ways marketers are doing more with less

With the proliferation of communication channels and shrinking budgets, how are marketers boosting efficiency and meeting changing demands?

## Marketing budget spend on international markets has halved

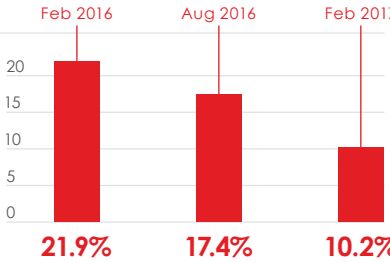
Global Marketing Budgets Index January 2012 - March 2017



Over one year the total percentage of marketing budget spent on international markets has halved.

Source:

CMO Survey Report: Highlights and Insights



## How are marketers increasing efficiency and adjusting quickly to meet changing demands?

1

**Centralisation & simplification**

This can mean many things, whether it be streamlining partnerships or standardising marketing messages.

Procter & Gamble cut the number of agencies it works with by nearly 40% in a push to optimise marketing spend and improve creative quality and communication effectiveness.

Source: The Wall Street Journal

2

**Technology & data**

B2C marketers in a poll said generating customer insights through analytics and data mining was a critical component to future success of their marketing programmes.

Source: Forrester Consulting

The UK Post Office analysed social media trends and used these to inform and frame their posts at peak times to maximise on their push for new Sunday operations.

Source: Marketing Week

3

**Crowdsourcing ideation**

A poll found that 58% of B2B marketers struggle to create good collateral, which could make crowdsourcing a valuable alternative.

Source: KnowledgeTree

In 2015, Unilever turned the customer into a member of the creative team by launching a hub dedicated to crowdsourcing ideas.

Source: Unilever website

4

**Agility**

Agility—the ability to adjust quickly to meet changing demand—can increase revenue by 20-40%, according to McKinsey.

Source: McKinsey & Company

Transport for London is constantly adjusting its service offerings, making transport information freely available to third-party app developers and using social media to provide real-time travel updates to customers.

Source: Marketing Week