

You already  
work hard

.....  
We can help  
you work

smart



# Marketing is a pretty tough job these days. Actually, it's always been tough, but now it's on a whole new level.

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The industry has changed more in the past 3 years than it has over the past 50. Budgets are tighter than ever, you're being asked to deliver more with less and the small matter of a digital and technological revolution has given you loads more fantastic opportunities to worry about.

It's not your fault. It's just the way things have ended up. There are too many projects to manage, too many channels to think about and too many teams and suppliers to coordinate.

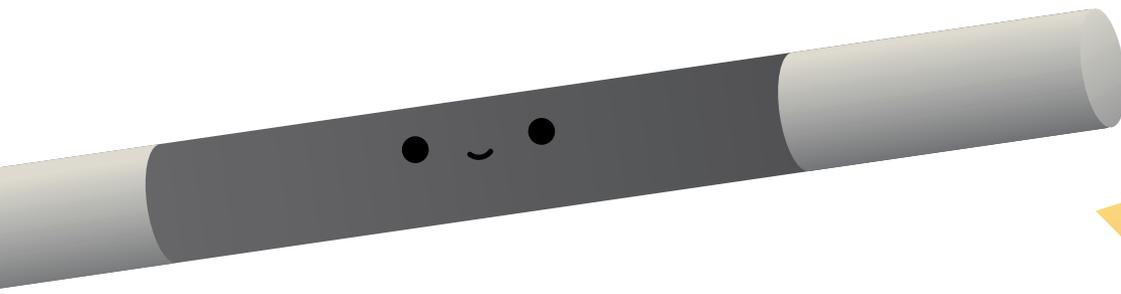
The right hand and the left hand are duplicating work, they only ever seem to communicate via email and things are taking way longer than they need to. As a result, you have to work longer and longer days to keep everything on track - you're probably the first one in the office and the last one to leave.

This was never the plan. Processes have been added to and added to, transforming something once sleek and beautiful into a weird, ugly beast

with a mismatched assortment of legs and arms flapping about in different directions.

Wouldn't it be brilliant if there was a magic wand you could wave to make things beautifully simple again? Hey presto – everyone works together, your budgets go further, ROI shoots through the roof and you get to spend less time pulling your hair out and more time doing actual marketing. You know? The thing you signed up for.





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# Efficiency-Ta Dah!

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Over the years achieving efficiency in marketing has traditionally played second fiddle to its over-achieving sister, effectiveness.

And the reason is simple.

Effectiveness is sexy and cool - increasing customer engagement, hitting targets and boosting sales are sexy and cool. It's true. We can't deny it. And as long as you don't go over budget(ish) and your customers are happy, you're everyone's hero.

On the flip side, being efficient has rarely had a look in, cutting costs has never won anyone cool points and making the most of budgets is never the best way to show off your creative marketing genius. But efficiency isn't a show-boater...it's got more important things to do.

But times have changed, pressures are mounting and budgets are being spread across an explosion of channels. So what's the solution? How can you regain control and make sure your campaigns are as effective as they need to be?

“Efficiency is doing things right. Effectiveness is doing the right things.”

Peter Drucker, Management Expert.

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# The sneaky back door to increasing effectiveness

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Don't get us  
wrong. It's not  
effectiveness vs  
efficiency.

They're actually on the same team...your team. In today's tricky landscape you have to be both effective and efficient – and the beauty is, all the budget, resource and time you save by being more efficient can be reinvested into being even more effective. Magic.

It sounds simple, because it is... kind of. Every penny you save is another penny you can spend on all those creative campaigns to get more customers – making your super tight budget go further than you ever gave it credit for.

And it doesn't stop there, either. Every minute you're not administering and managing the process of marketing is a minute you can spend focussed on the bigger picture – increasing revenue.



## We think efficiency is pretty cool

So maybe it's time to see efficiency in a whole new light. Maybe efficiency can be sexy and cool. Maybe, just maybe, we can help you get more of the high fives and results you're looking for – all by making your internal marketing resource and production processes work more efficiently, together.

The old ways are really starting to show their age, and better monitoring has made the whole industry more accountable than ever. But being optimists, we're seeing this as a brilliant opportunity for smart businesses to surge ahead with new, more efficient marketing processes.

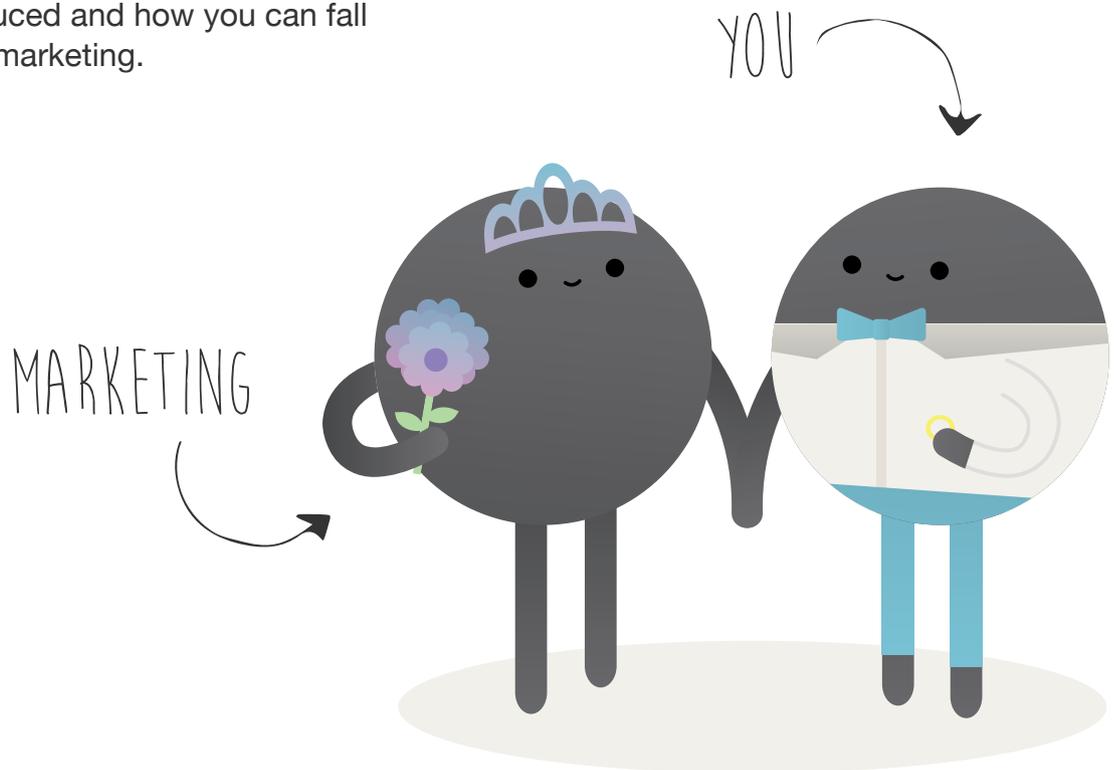
And that's the point of this eBook. To show you some of the areas where efficiencies are hiding in your marketing processes, where waste can be reduced and how you can fall back in love with marketing.

## It's not a new trick

We're not pretending we've just invented efficiency, or that this is a new concept. But in the past efficiency efforts have tended to focus on individual campaigns. We're suggesting that you go deeper than that, by focusing on improving both what you do and how you're doing it across your entire marketing operation.

From managing the procurement, production and distribution of your marketing collateral to coordinating the work of external marketing services and freeing up your own internal department resource to concentrate on more high value marketing activity – there are opportunities everywhere.

But where exactly do you start looking?



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# Marketing Efficiency

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Efficiency is often defined as ‘more for less.’ But what exactly does this mean? In reality, it comes down to ‘do the same for less’, or ‘do more with the same’. In other words, produce the same result for less time or money, or generate better or more results with the same resources.

## Ask yourself:

- Do you want to save budget to spend on additional marketing campaigns?
- Do you want to be faster than your competitors in bringing information to the market?
- Do you want to improve the quality or quantity of your marketing output?

## Which direction?

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**Cheaper:** Reduce costs  
e.g. purchasing or reallocate operational costs

**Faster:** Shorten turnaround times, e.g. reduce time to market

**Better:** Improve quality, e.g. decrease error margins, improve legal compliance, relevancy and consistency

**More:** Increase exposure, e.g. amount of collateral, number of campaigns

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...there is substantial waste in most marketing departments with approximately 25 per cent of marketing budgets spent on producing and managing marketing programs rather than on the actual promotions and campaigns themselves.

Establishing a Marketing Operations Office, Gartner Report

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# Where are you now?

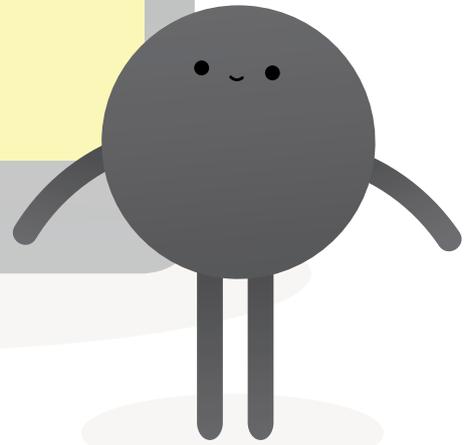
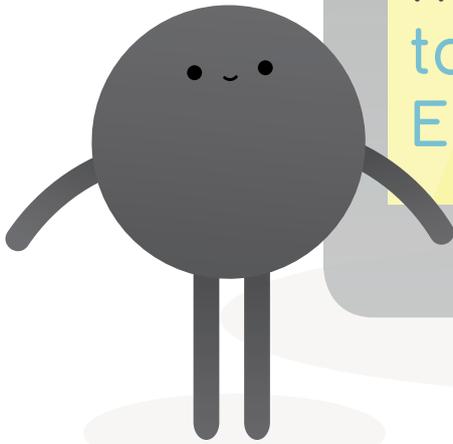
If you need to know whether there are efficiencies to be found in your marketing operations, answering these questions may help:

- Does your company invest a significant amount in marketing resources (headcount and/or budget)?
- Is your company's marketplace dynamic and highly competitive?
- Has your company's marketing evolved into a complex and multidimensional function, with multiple channels and audiences?
- Do you face government and regulatory compliance pressures?
- Have your company's marketing processes evolved to the point where they are not as well coordinated or well-understood?
- Does your company value best practice, but lack the skills, process, technology and metrics to achieve it?
- Is your marketing department under pressure to assume a more strategic role?
- Are you under pressure to deliver greater value for the company's marketing investment?

If you have answered yes to over half of these questions, you're a prime candidate for an efficiency overhaul – which could mean better deployment of between 15-20% of your current marketing budget. Want to know where to start? Read on, or call us on 0114 272 8888 for a chat.

Want to know more?

Download the full version of ProCo's really helpful **guide to Marketing Efficiency.**



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