

Making the Transition to: Client-Centric Marketing



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Too often marketers focus on just one or two pieces of the marketing puzzle. In today's hyper-competitive environment, marketers need to exhibit leadership by shifting from mastering piecemeal tactics to driving business strategy.

Marketing is much more than marcom and sales support. Marketing is the key function that drives real business results such as revenue, profits, and brand loyalty.

The ITSMA Marketing Framework outlines a comprehensive approach that services marketers can adopt to establish and maintain a strategic approach to client-centric marketing. The framework places the client in the middle of all marketing functions, and emphasizes a lifecycle strategy to meeting client needs.

The framework provides details on the four major marketing processes: Strategy and Market Planning, Solutions Management, Internal and External Communications, and Relationship Management. It also highlights three critical, cross-cutting marketing issues: Marketing Infrastructure, Sales, and Business Partners.

Use the ITSMA Marketing Framework to evaluate and revise your marketing strategy and organization. Is your organization sufficiently client-centric? What will it take to get there?

WHO DO I CONTACT FOR MORE INFORMATION?

For more information on how to use the ITSMA Marketing Framework, contact Ajit Maira, senior vice president, consulting & training at +1-781-862-8500, Ext. 145, or amaira@itsma.com.