



Abstract

A Condensed Guide to **Marketing Accountability** for CEOs

INTEGRATION
MARKETING & COMMUNICATIONS

“Marketing’s ultimate goal: delivering sustainable demand generation in every market, globally.”

Marketing and communications represent a large proportion of business investment. Yet research by the Fournaise Marketing Group (WARC 2012) shows that a surprising number of CEOs don’t understand what they are getting for their marketing and communications money.

Although performance of other parts of the business is routinely quantified, comprehension of marketing performance remains problematic.

Yet marketing performance can be as accountable as any other business function. It is not difficult and it is not expensive but it requires system thinking, the right data and a consistent process.

Accountability requires little more than uniform measurement of all marketing activities using the

same scale for all your brands, in all your markets, time after time.

In this publication we show you what is necessary to make Marketing accountable.

In Section 1 we describe the “big picture” marketing problem and argue for system thinking. Section 2 details data requirements, and Section 3 closes with the process essentials for accountability.

Each section describes the fundamental principles and then describes how Integration’s Market Contact Audit (MCA) System (Integration 2013) satisfies them. The MCA System assures understanding of fundamental marketing performance and provides tools to improve it – internally and versus competition.

Management Accountability Essentials

- 1. System Thinking:** The whole is more important than any part.
- 2. Compulsory practice:** Evidence-based management is impossible without it.
- 3. Comprehensive process:** All functional activities are equally evaluated for their contribution.
- 4. On-going practice:** Periodic evaluation to understand performance trends.
- 5. Universal practice:** All stakeholders and markets are evaluated on the same scale.
- 6. Operational process:** Clearly defined procedures and requirements for all.
- 7. Technical & Empirical process:** Knowledge derived from experience.

Visit the [Integration Website](http://www.integration-imc.com) to download a free copy of the Guide



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