

# The *big* marketing organization debate — What shapes the way you should organize marketing?

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There is no right or wrong around how to organize marketing

Re-structuring organizing to two levels:

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**How should we organize marketing in relation to our business?**

**How should we organize our team(s)?**

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*How should we organize marketing in relation to our business?*

Do you have the influence to change it?



3 factors affecting the “Perfect” way to organize our marketing related to business

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1) **What is the strategic role of Marketing?**

### 3 factors affecting the “Perfect” way to organize our marketing related to business

- 1) What is the strategic role of Marketing?
- 2) **Management model - Centralized, decentralized or hybrid (matrix)?**

## 3 factors affecting the “Perfect” way to organize our marketing related to business

- 1) What is the strategic role of Marketing?
- 2) Management model - Centralized, decentralized or hybrid (matrix)?
- 3) **What we want/need to Impact?**
  - **Pricing Power**
  - **Commercial Effectiveness**
  - **Competitive Advantage**

## Re-structuring organizing to two levels:

**How should we organize marketing in relation to our business?**

**How should we organize our team(s)?**

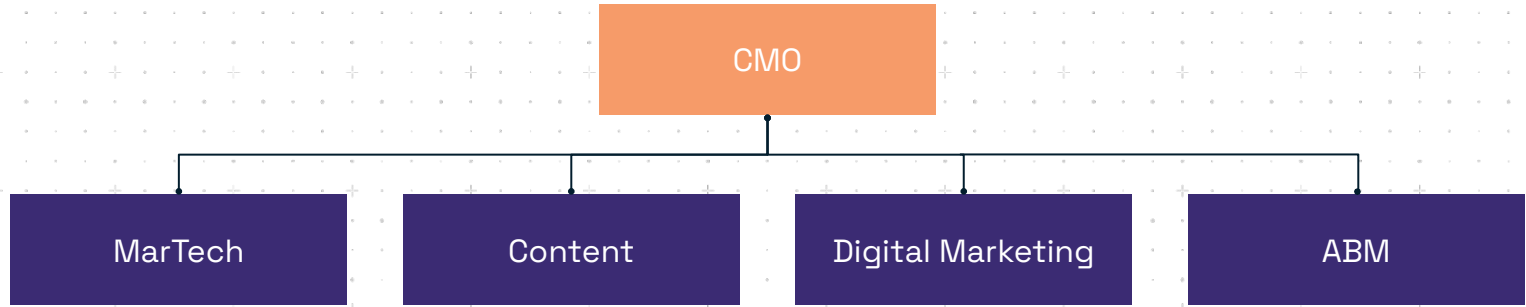
*How should we organize our team(s)?*

Organization model needs to support what you want to accomplish

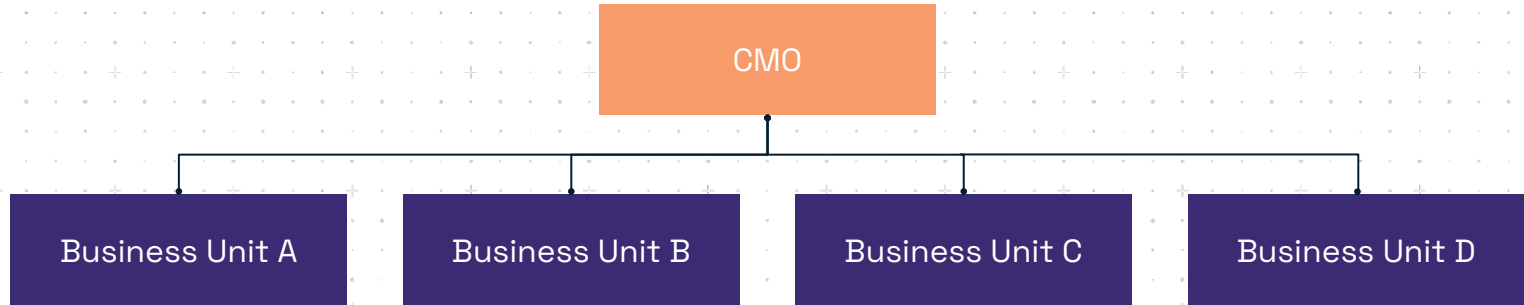
# 4 typical ways to organize marketing teams



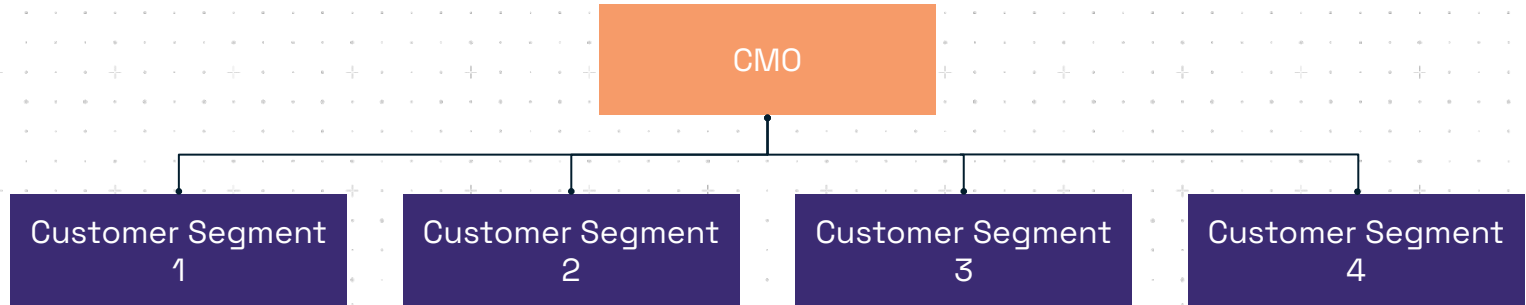
# Organizing marketing by domain



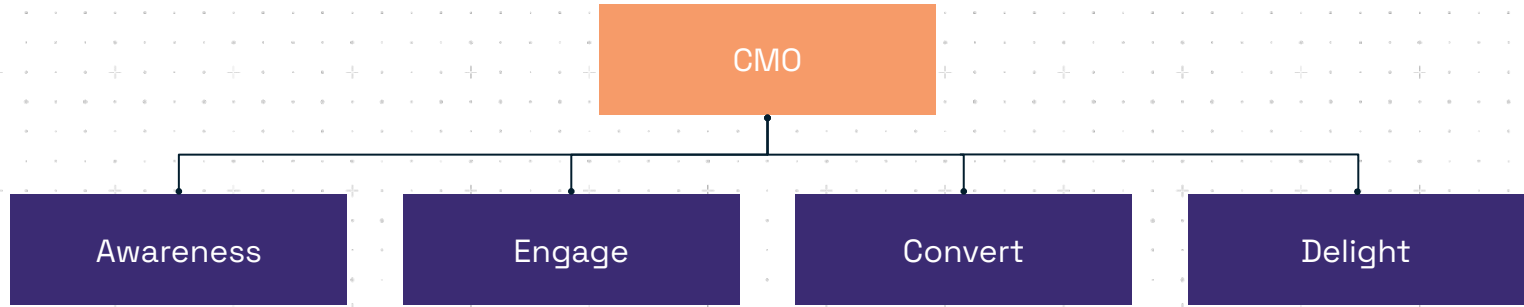
## Organizing marketing by business unit (Business Partner model)



# Organizing marketing by customer segment



# Organizing marketing by lifecycle



Organization model needs to support what you want to accomplish

## First questions for narrowing down way to organize your department

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- 2) What we need to accomplish as a function?
- 3) Who we need to work with outside marketing to be successful?
- 4) **What skills and capabilities we need?**

## First questions for narrowing down way to organize your department

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**Strategic Goal / Role of Marketing**

**Priorities / Outcome Goals**

**Stakeholder Mapping**

**What we need to do (activities)**

# How to start modeling different team structures

Decide on the role of marketing

# Marketing Vision in relation to Marketing Strategy

## Corporate Strategy

## Marketing Strategy

Who we want to influence (Targets) - Why should anyone care (Message) - Why we exist (Marketing Strategic Goal)

## Marketing Bold Vision And A Five-Year Picture

BOLD VISION

Decide outcome level yearly priorities

# Marketing Vision in relation to Marketing Plans

**Corporate Strategy**

**Marketing Strategy**

Who we want to influence (Targets) - Why should anyone care (Message) - Why we exist (Marketing Strategic Goal)

BOLD VISION

**Marketing Bold Vision And A Five-Year Picture**

**3-year-picture**

**Yearly Priorities**

Define clear roles you need to achieve those priorities



Roles ≠ People

# Assign accountabilities

## RACI DEFINITIONS

	Definition	Number to assign
Responsible	Does the work to complete the task	At least 1 per task
Accountable	Delegates work and is the last one to review the task or deliverable before it's deemed complete	Limit to 1 per task
Consulted	Provides input based on how it will impact their project work or their domain of expertise on the deliverable	No max or minimum
Informed	Needs to be kept in the loop on project progress, rather than roped into details of every deliverable	No max or minimum



RACI definitions explained. [Image description.](#)

# Uncover our latest insight

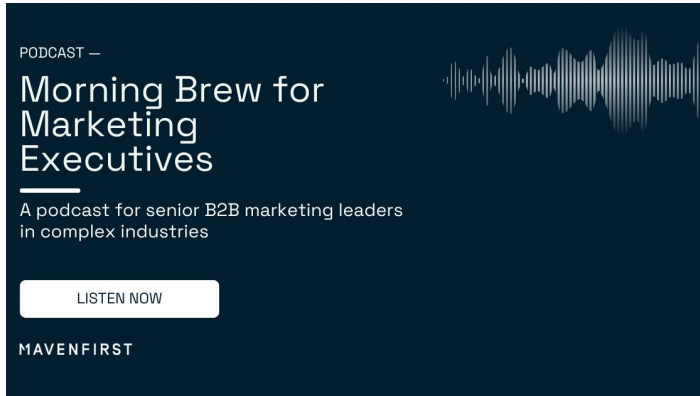
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