

Marketing productivity

The efficiency and effectiveness of the marketing activities define marketing productivity. Marketing productivity can be expressed in terms of how efficient and effective a market is (Sheth & Sisodia, 2002). The use of an effective method in assessing a company's (Rust, Ambler, Carpenter, Kumar, & Srivastava, 2004) selling performance enhance its productivity and clearly guide businesses on the progress thereby mitigating against loss (Luo & Donthu, 2006). Managing customer relationships through direct evaluation of the customer and brand equity sets the equation with productivity while keeping the process, strategy and the products in focus. Marketing productivity can be defined in relative to factors like price and market share allotted by cost. The measurable value created by the marketing activities relative to its outlays defined marketing productivity.



Figure 1 : The wheel of Marketing Productivity

Strategy

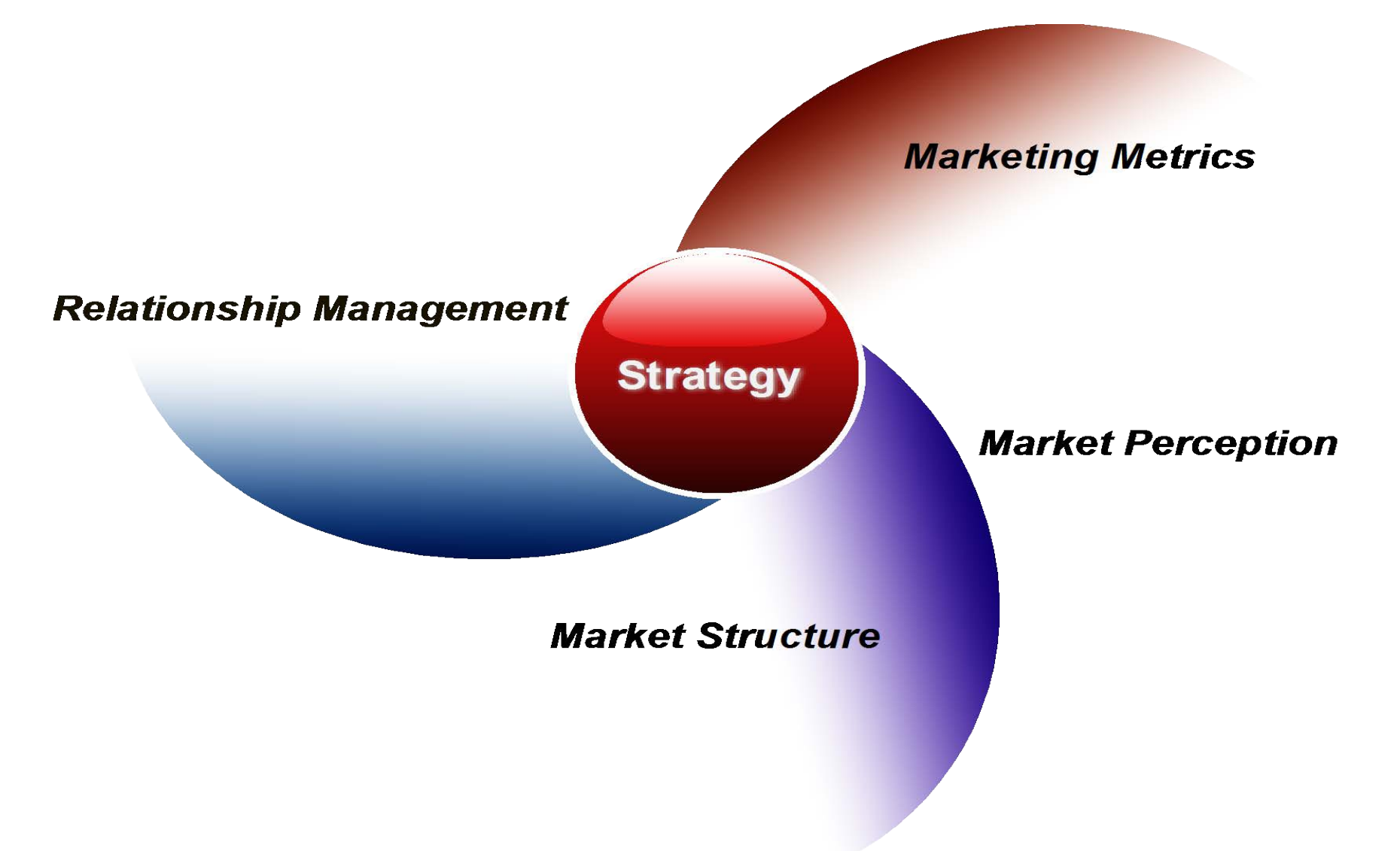


Figure 4 : The fan of marketing Strategy

Alignment of business decisions with marketing metrics helps companies clearly define both their short and long terms goals (Kim, Jeon, Jung, Lu, & Jones, 2012). Resource based strategic planning has great heterogeneity in market productivity. Meanwhile, consideration must be given to the market structure to be able to identify new customer, dynamism in purchase, when customers stop buying and the rate of patronage as well as the competition analysis of the different market.

Competition

Increasing competition is directly proportional to productivity. One of the advantages of increasing competition is that the buyers gets to control the price and quality of the products which form customers buying decisions (Rust, Lemon, & Zeithaml, 2004). However, manufactures shield themselves from the consequences of fierce competitive environment by using indirect channels for distribution passing the risk to marketers who competes with other sellers. Profit margins and business decisions therefore depends on the competition strategy adopted.

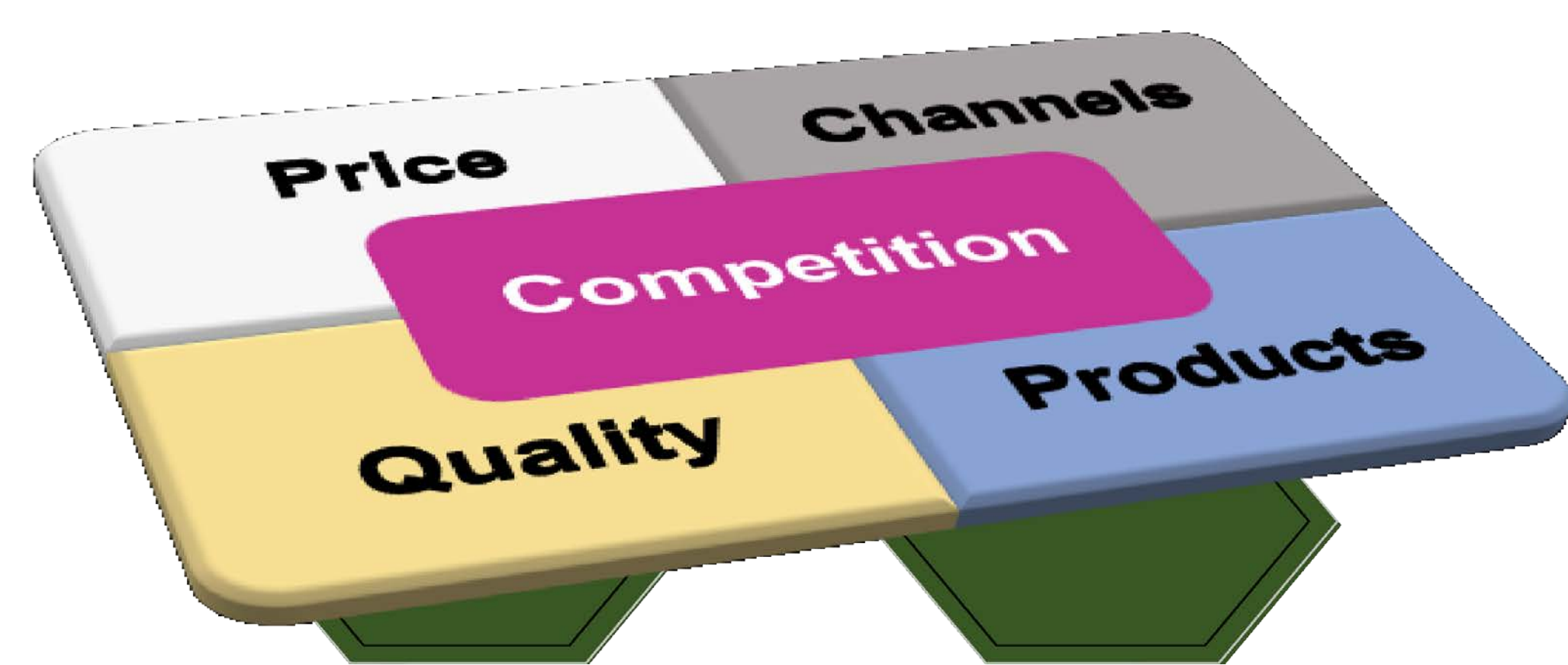


Figure 2 : The tablet of marketing competition

Performance

Performance measurement gives business heads data that shows that they are performing great, supplementing customary, episodic information of yields and results. Such data is valuable in spending transactions and is frequently utilized as a part of presentations to chose authorities and outer partners, however occasional.

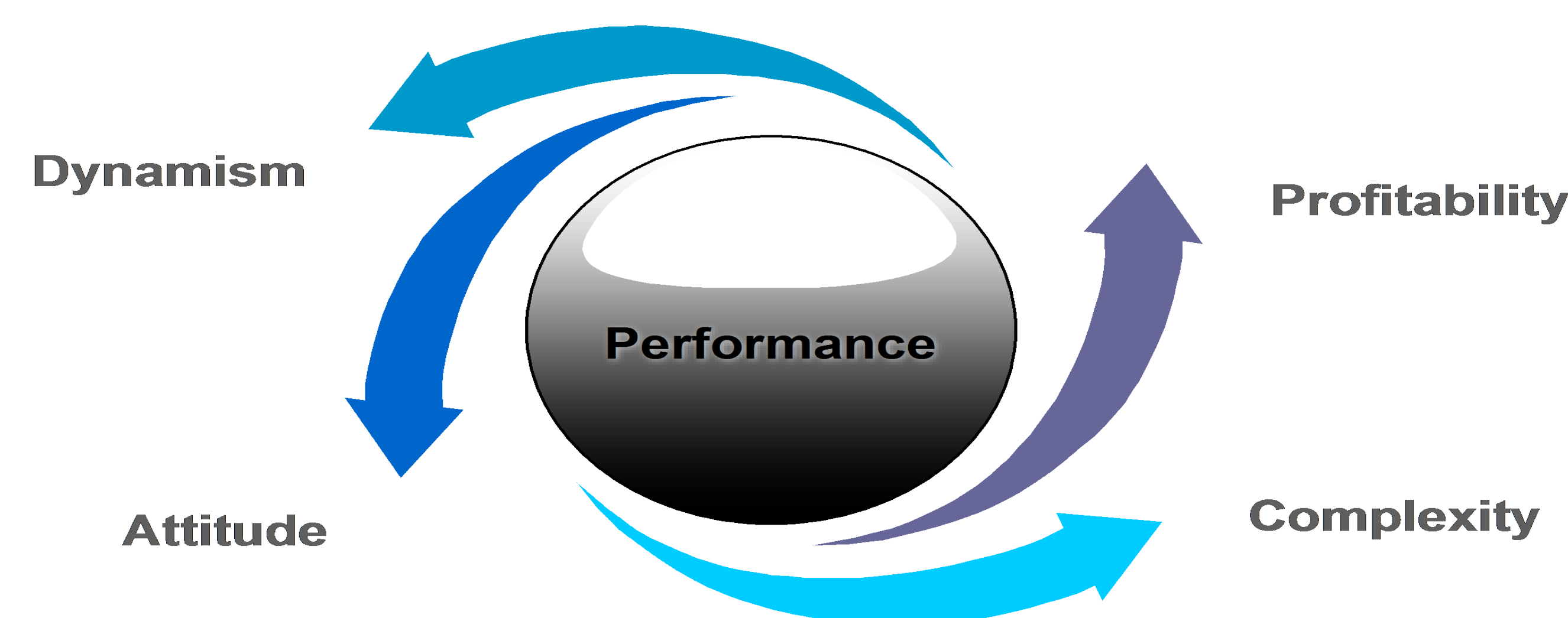


Figure 3 : The influence of Marketing performance

What's more, sharp managers have figured out how to manage negative patterns (that ought to go up). Negative patterns infer the requirement for more assets to settle the issue and, additionally, the information might not be right, as well. (Berman & Wang, 2000).

Customer Equity

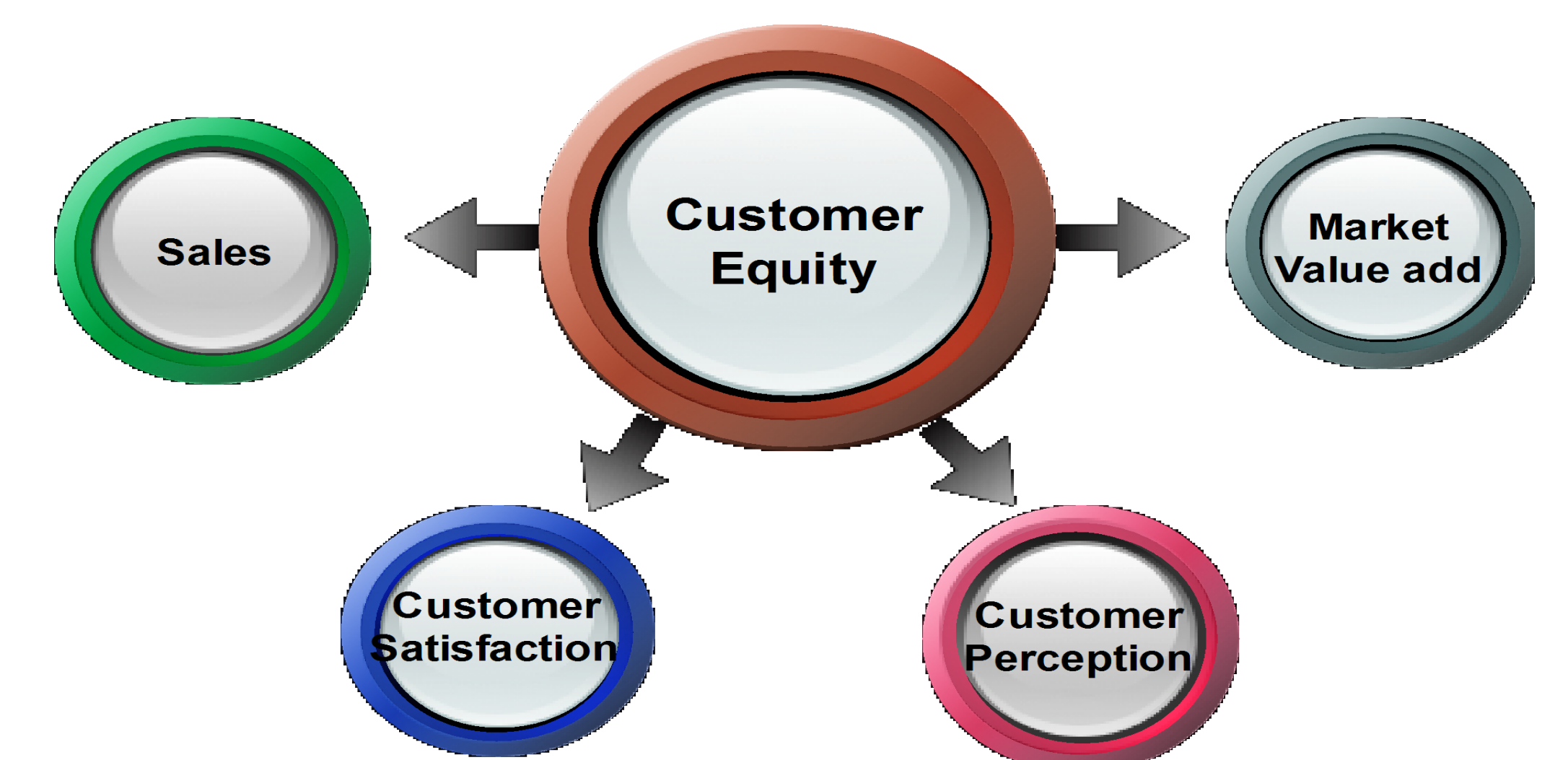


Figure 5 : The Model of Customer Equity

Customer equity gives a new insight to relationship management and it results from the customers. At the point when a brand is appealing and one of a kind, clients are less inclined to switch. In this manner, directors must concentrate on building up and maintaining brand value to impact unwaveringness specifically. The sales return and customer's loyalty are driven by the customer's view of the company's brand and value. Increasing customer's equity is synonymous to increasing customer enterprise (Rogers, 2005)

Conclusion

The potential advantages of developing the base of Marketing Productivity information and creating bits of knowledge applicable to enhancing the evaluation of promoting execution are significant. Notwithstanding helping showcasing administrators figure out how to better designate promoting assets, the capacity to exhibit connections between advertising information sources and yields would be enormously invited by corporate-level supervisors who might then be better prepared to recognize advertising "use" and advertising "venture". Enhanced Marketing Productivity frameworks accordingly can possibly altogether shape corporate conduct. Moreover, the budgetary markets have as of now demonstrated a craving to figure showcasing execution their appraisals of future corporate execution.

Reference:

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