

Top 10: Challenges facing marketers in 2007

- 1 Quantify and measure the value of marketing programs and investments
- 2 Improve the efficiency and effectiveness of the marketing organization
- 3 Grow customer knowledge, insight and conversations
- 4 Improve the allocation and ROI of marketing spend
- 5 Extract greater value and profitability from customer relationships
- 6 Increase credibility, influence and perceived value with senior management
- 7 Develop competencies, business knowledge and strategic alignment of marketing functions and external assets
- 8 Better capture, convey and deliver a clear value proposition to all channels and audiences
- 9 Advance alignments and linkages with business groups, field sales, marketing and channel organizations
- 10 Establish a global organizational structure that best delivers results, accountability and measurability