Iconic Strategies Concerned that UK Marketers Lack Focus on Processes

Tuesday 11 March, 2014

Norwich-based marketing and sales firm Iconic Strategies expresses concern for the marketing industry, as research shows that the majority of marketers will fail to form step-by-step strategies to reach their end of year goals.

Cranfield University's School of Management has released a survey which highlights that although UK businesses have big goals for 2014, many have not implemented a strategy to see these through successfully. The survey reveals that 87% of UK marketers are planning to grow and attract new customers this year, the highest figure in three years. This optimism is the result of the growing UK economy, and is also well above the global average of 75% of marketers who plan to expand their business in 2014. However, Iconic Strategies warns that despite this ambition and confidence, the UK drops behind the rest of the world in terms of strategic planning and innovation. The report highlights the lack of investment in product innovation, and a lack of attention towards the growth of business in emerging markets such as Brazil, Mexico and South Africa. Additionally, just 59.4% of UK marketers surveyed felt they had adequate access to the resources needed to achieve their goals, compared to the global average of 66.3%.

"This lack of forward planning in UK marketers is worrying, as they are setting themselves up for failure. We understand the importance of having a clear end objective – we recently held a seminar on 'Thinking Big' at our Norwich office – but if agencies are failing to devise a plan to reach that result, that is something to be concerned about," warns Simon Reynolds, managing director of Iconic Strategies.

Iconic Strategies are confident in their ability to hit their growth targets for 2014 due to the strategic planning of their campaigns. The firm specialises in direct events-based marketing, typically at locations of high customer footfall such as shopping centres, transport hubs and public spaces. Through the use of eye-catching pop-up stands, printed promotional materials and direct interactions with the public, the company merges sales and marketing functions, a strategy which guarantees results for their clients. "The merging of the marketing material with the personal interactions between sales representative and consumer is a successful partnership. Not only do we create memorable events which generate brand awareness and exposure for our client, but the individual conversations that we have face-to-face with the customer enables a high level of customer acquisition and retention," says Simon Reynolds, managing director of Iconic Strategies.

Iconic Strategies anticipates that the success of their merged marketing and sales strategies will enable the firm to expand throughout East Anglia and the rest of the UK by the end of 2014.

Source:
http://www.marketingweek.co.uk/4009640.article?cmpid=mwbreak_151714

Media:



Related Sectors:

Media & Marketing :: Opinion Article ::

Related Keywords:

Iconic Strategies :: Simon Reynolds :: Marketing :: Event Marketing :: Goals :: Norwich :: Strategy ::

Scan Me:

Company Contact:

_

Iconic Strategies

T. ----------
E. info@iconicstrategies.co.uk
W. https://www.iconicstrategies.co.uk/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.iconic-strategies.pressat.co.uk