

The Art & Science of Marketing

There has long been a debate within marketing circles regarding the true nature of marketing and which element – the analytical or the creative – is more critical for a successful marketing campaign. Tudog has always taken the position that each function, at its own phase in the marketing cycle, is critical. The idea that excellent marketing can be accomplished without both an in-depth understanding of the market *and* the means to communicate ideas effectively disregards the concept of a truly comprehensive, integrated marketing strategy.

The reason for the discussion within the marketing community is because the scientific approach and the art centered approach genuinely view the core of marketing differently. Tudog might define each as follows:

The Scientific Approach to Marketing

Marketing centered on science is based on facts derived from research and sophisticated statistical analysis. The discipline requires the testing of hypotheses and the analysis of results.

The Artistic Approach to Marketing

The artistic approach to marketing is based on the experiences of the staff and their imaginations and creative skills. The artistic approach involves communicating product benefits and establishing brand characteristics by creating the message and vehicles for carrying the message to the targeted markets.

The differences in the two approaches are both substantive and stylistic. The core view of marketing is different as the proponents of the scientific approach claim the heart of marketing is data, while the artistic supporters claim the heart of marketing is in communication.

Tudog's position is they are both right. This is not an attempt to avoid entering the fray, but rather a declaration that each approach to marketing is necessary at different stages of the process. Tudog champions a five stage approach to marketing. Let's review these stages and see which approach to marketing is most critical and when.

The Tudog Marketing Process

Tudog's marketing process is structured as the following five consecutive stages:

1. Information/Intelligence – the information needed to formulate opinions and assumptions about the market, upon which the development of a marketing strategy can be based.

Marketing Approach: The marketing approach most suited for this stage is scientific because it enables the discovery and interpretation of data.

2. Strategy Formation – the determination of strategic objectives and approaches based on the conclusions and assumptions derived from the business intelligence.

Marketing Approach: The marketing approach best suited for this stage is artistic because the establishment of a creative strategy (within the confines of and parameters of the data) is crucial to success. If a strategy was created solely based on the data, without any creative input, it would find itself significantly challenged in the competitive marketplace. For this reason, the contribution of the team at this stage is considered crucial.

3. Tactical Development – the development of specific tactical approaches designed to serve in the execution of the strategy.

Marketing Approach: The marketing approach most suited for this stage is artistic because the tactics developed and deployed are most effective if they are conceived and delivered in a creative manner. Once again it is true that the scientific approach plays a role in successful tactical development (by providing direction and data on critical components like target market), but the scientific data is without any capability to gain market attention without the input and execution of the creative elements.

4. Implementation – the execution of the tactics in pursuit of the strategy.

Marketing Approach: The marketing approach most suited for this stage is artistic because, although guided by the data accumulated and tracked through scientific methods, the tactics developed must be executed with dedication to the creative intentions implied by the tactics themselves. There are also challenges that arise during the implementation stage, such as competitor reactions, that demand creative response.

5. Monitoring & Adjustment – the measurement of performance and the impact of the execution effort.

Marketing Approach: The marketing approach most suited for this stage is scientific because the accurate measurement and analysis of measured results can only be accomplished through the use of scientific methodology. The ability of the scientific approach to provide vital insights into the efficacy of the marketing effort can serve to redirect certain aspects of the marketing effort and maximize the impact of all marketing related actions.

The debate on the greater importance of one approach of marketing over the other is foolish and unnecessary. Neither approach to marketing can serve a company's marketing needs on its own. The need to have the capabilities to engage in both approaches is essential to any company seeking to have a well rounded and highly effective marketing machine. The use of both approaches provides the company with a comprehensive, integrated marketing capacity – a vital necessity.

The debate within marketing circles might continue on forever as proponents of each discipline feel the need to emphasize its own critical role within the marketing maze. The truth is they are dependent on one another and never mutually exclusive. Perhaps they should redirect their debating effort to reinforce the importance of marketing in their respective enterprises.