

Marketing is Still King

There are many critical operational elements that go into the success of a business and just because Tudog is a marketing focused advisory firm does not mean that we do not extend appropriate emphasis and respect to the other crucial factors. It does mean that we believe that among these vital functions, marketing is the key.

We recognize that efficient operations and logics, smart buying and supply chain controls, excellent hiring (driven by great HR programs), brilliant leadership and management, and an organized sales effort all contribute greatly to the success of a Company. But, none of these are directly responsible for the revenue that drives the Company. Even sales cannot get the job done without marketing paving the way.

The emphasis on marketing has declined in recent years as other aspects of company operations have gained more prominence, particularly those elements that lead to cost reductions and greater percentages of profitability. While these aspects are key to success, they are still only as compelling as the volume of revenue being generated. So while saving an extra few cents on every item sold is a great accomplishment, selling the item is still the primary goal. And like we said, selling it cannot happen without marketing.

Marketing lost some of its influence because it was an inexact science in a business environment that is compulsive about measuring the efficacy of every dollar spent. The abandonment of marketing has cost many former market leaders their top-tier positioning, and has led other companies to suffer reductions in customer loyalty and, ultimately, sales.

Sure marketing is just one of many business skills a company needs to master, and true too that excelling in marketing alone does not guarantee success (although Apple might be willing to argue the point). Nonetheless, if you ignore marketing or delegate it to a second tier role, you will find that you are making more money per item, but less money overall.

Marketing is king because it is what drives sales. And selling is the only reason your company exists.