

# Marketing Frontline

www.mii.ie/frontline



## Introduction

Business in Ireland has undergone rapid and extensive change over the past ten years. A multitude of information is available on the vital statistics of business but never before has there been a comprehensive view from the marketers' chair. The Marketing Institute of Ireland together with Amárach Consulting are proud to introduce the first thought stream from the marketers in question, the members of the Marketing Frontline Panel.

## A View from the Marketers Chair

Marketing Frontline was launched in March 2006 and invited members of The Marketing Institute of Ireland to a panel to express their views on business, the current role and function of marketing and sales along with their confidence in the market going forward. Some 300 marketers joined the panel. 180 of these opted to complete the first wave of research conducted in May, which focused on the subject of sales and marketing activities within member companies in 2006. Marketing Frontline plan to conduct research among this panel of marketers once a quarter, each quarter's research will focus on various aspects of business in Ireland.

## Marketing & Sales – Never the Twain Shall Meet?

Not the case in noughties Ireland! For many years there has been a healthy debate regarding whether sales and marketing should be handled together or separately. For more than two in five member businesses (44%) the argument does not exist – there is one executive role that covers both sales and marketing activities. This level of integration of key functions is further enhanced for one in two (55%) such member companies by the presence of a single marketing and sales plan encompassing the activities of both functions.

Where there is a separation of functions the gap is wide. For example one in three (32%) companies has separate sales and marketing directors. This separation of functions is further enforced by the presence of a separate sales and marketing plan in almost two thirds (58%) of these companies. One to watch over the coming years, Marketing Frontline will be revisiting this thorny issue of business in 2007.

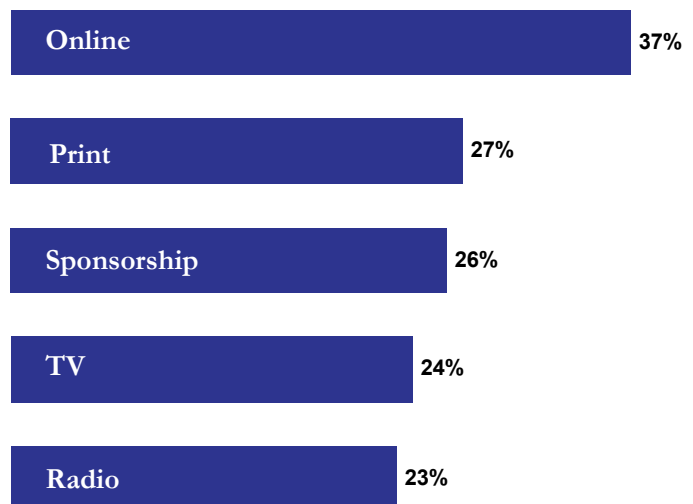
## Cyberspace – The Final Frontier

Much has been made of the shift in budgetary spend on alternate media channels in 2006 – marketers completing the first wave of research from Marketing Frontline estimate there will be an increase in spending on the following channels:

*Q. Please indicate the percentage increase or decrease of marketing spend in 2006 for the following media channels compared with 2005?*

It will be interesting to see if this profile of spending continues in 2007. It may be indicative of a shift in marketing tactics – marketers are tailoring their budgets to their audiences.

### Expected Growth in Marketing Spend by Media for 2006



Base: All indicating increase in spend per channel

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