



› Driving the economic development of Queensland ‹

## Control your marketing

Control of marketing involves using all the techniques of modern management. Control involves the well-applied efforts of people who have participated in the setting of targets against which there is a regular feedback and comparison to actual performance.

In marketing you must be continually looking at what the competition is doing and competition does not only come from existing competitors. New people can come into the industry and, increasingly today, many competitors are coming from overseas and bringing new technologies.

The marketing staff must not only think creatively about their own products, but they must be fully aware of the impact of other products and of other technologies that are coming in to the marketplace.

Part of implementing marketing controls will also include looking at customer service so that it is being improved along with the development of the marketing functions. Too often customer service is not adequate at the time when it is most required (for example when the product is a new one and likely to have some "bugs" in it).

Control of marketing obviously involves proper market research as well. It is no use flying out with a new marketing campaign unless a proper assessment of this area has been carried out. This will include determining the customer target market and the type of products that are in demand, etc.

Another control is whether there are financial resources available for implementing the marketing strategies. Many firms have had very ambitious ideas of marketing, which have been beyond their resources, and this has led to the failure of the firm even though the product was very sound.

Without proper market research a firm has to make decisions that have a higher degree of risk than is necessary because they are effectively "flying blind".

### Further information

The following fact sheet provides further information on these issues:

- Marketing plan