

Study

# Marketing and sales effectiveness (in the digital age)

April 2009

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## Core statements

- Consumers in Germany, Britain and France are already massively using the Internet for information research before purchasing products and services. Online is the most important channel across all industries analyzed in the study.
- The relevance of eCommerce is growing at a similar rate. About 50% of those surveyed purchased online in the travel and telecommunications segments during last year.
- The marketing spend of most companies has not yet been adjusted to the changing consumer behavior. Across all industries, the investment in the online channel is insufficient.
- The sales department has typically not followed the consumers to the new digital channels either.
- The marketing and sales channels are not sufficiently coordinated and only exploit the opportunities and benefits of digitization very cautiously.
- In times of tight budgets, marketing investments based on consumer behavior with a minimum wastage are essential.
- Therefore a sales-oriented campaign approach is needed. The Internet plays a significant role in this concept increasing marketing and sales effectiveness.
- aquarius consulting has developed a framework that allows to systematically identify and implement the individual levers for increasing the marketing and sales effectiveness of a company.