

FACTSHEET

MARKETING ORGANIZATION & OPERATIONAL EXECUTION



WHY MARKETING OFTEN STALLS IN DAILY OPERATIONS

In many organizations, a general marketing strategy exists.

Yet measures are often implemented irregularly, inconsistently, or only partially.

The issue is rarely a lack of creativity.

More often, there is no clear structure for planning, prioritization, and operational execution.

Marketing is “done along the way” - but not managed systematically.

CORE PRINCIPLES OF AN EFFECTIVE MARKETING ORGANIZATION

1. Clear responsibilities

- ➡ Who decides?
- ➡ Who executes?
- ➡ Who reviews results?

2. Prioritization instead of actionism

- ➡ Not every idea needs to be implemented immediately.
- ➡ Activities should be strategically prioritized.

3. Regular execution cycles

Defined routines create reliability - e.g., monthly content planning or quarterly website updates.

4. Transparent documentation

Marketing activities should be traceable and documented: Objective, measure, timeframe, outcome.

5. Structured management of external partners

Agencies, designers, or service providers require clear briefings and defined coordination points.

Effective marketing does not result from isolated activities, but from structured organization and consistent execution. Structure reduces friction. Structure creates continuity. Structure enhances the quality of external communication.

