

# Implementation

According to Lamb, Hair & McDaniel (2011):

“Implementation is the process that converts a marketing plan into assignments for action and ensures that these tasks are performed in a way that achieves the goals of the plan. Deployment activities can include detailed tasks, activity descriptions, schedules, budgets, and a lot of communication”.

Although implementation is essentially "doing what you said you would do," several organizations experience failures in the implementation of the strategy. Brighter marketing plans are meant to fail if not implemented appropriately. This detailed communication may or may not be part of the written marketing plan. If you are not part of the plan, you must specify it elsewhere as soon as the plan is notified.

## Evaluation and Control

Once the marketing plan is implemented, it needs to be evaluated. The evaluation includes measuring the degree to which marketing objectives have been achieved during the specific period. Four common reasons why a marketing goal is not achieved are unrealistic marketing objectives, inadequate marketing strategies in the plan, poor implementation and changes in the environment after the goal was specified and the strategy is implemented.

Once the plan is chosen and implemented, it is necessary to monitor its effectiveness. Control provides mechanisms to evaluate marketing results

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based on plan objectives and to correct actions that do not help the organization achieve such goals within budget guidelines. Companies must establish formal and informal control programs to make the entire organization more efficient.

Perhaps the most extensive control device available to marketing managers is marketing auditing, a thorough, systematic and periodic assessment of the marketing organization's objectives, strategies, structure, and performance.

A marketing audit helps management allocate marketing resources efficiently. It has four characteristics:

1. **Comprehensive:** marketing auditing covers all the main marketing aspects that an organization faces and not just problems.
2. **Systematics:** marketing auditing is conducted in an orderly sequence and covers the marketing environment, internal marketing system and organization-specific marketing activities. After diagnosis, an action plan is developed with short- and long-term proposals to improve overall marketing effectiveness.
3. **Independent:** the marketing audit is usually carried out by an internal or external element with sufficient independence to have the confidence of senior management and be objective.
4. **Periodic:** marketing auditing should be conducted on a regular basis and not just in times of crisis. Whether it appears to be very successful or in serious trouble, any organization can benefit greatly from such an audit. While the primary purpose of this audit

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is to develop a complete profile of the organization's effort and provide the foundation stake in developing and reviewing the marketing plan, it is also a great way to improve communication and increase the level of awareness of marketing within the organization: it is a useful vehicle to sell the philosophy and strategic marketing techniques to the other members of an organization.

## REFERENCE:

Lamb, C., Hair, J. and McDaniel, C. (2011). Marketing. Ohio: Cengage Learning.