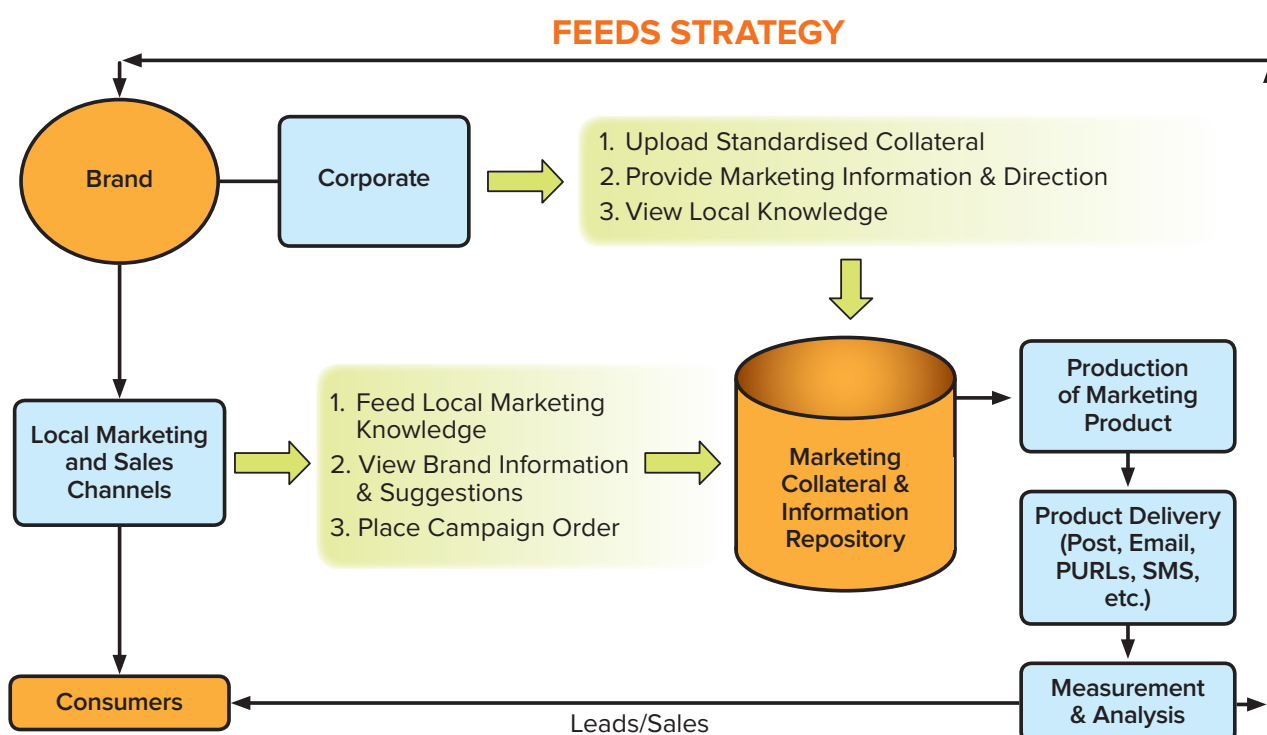# Centralised vs Decentralised Marketing

This is an extract from German Sacristan's book 'The Digital & Direct Marketing Goose'.

Expanding your territories and channels will give you the chance to increase sales productivity, but doing so is not as easy as it seems. Years ago, most businesses only had one shop/channel in a single town. Now they may have hundreds or thousands of shops in different locations in an attempt to increase sales productivity. Here, the strategic marketing question is whether to use centralised or decentralised marketing across multiple locations. Centralised marketing is when the marketing strategy and the creation and distribution of the marketing pieces are 100% centralised in a given location. Decentralised marketing is when each marketing and sales channel creates and distributes their own marketing materials.

If you choose centralised marketing, you will have control and can deliver a consistent brand message. However, you will miss out on the opportunity to allow your local sales and marketing resources, who are closest to the customer, to help you customise your message for each location. At the end of the day, these local channels are the ones that know your prospects and customers the best. If you choose decentralised marketing, you potentially put your marketing and branding in the hands of thousands of different shops and channels, where your key messages may become diluted and inconsistent. One technique to avoid this is to provide standardised marketing materials from a central point, which local channels can customise as needed. Web-to-Promotion (W2P) technology is a natural fit to help brand owners market more effectively across different territories/channels. With W2P, you can create an online marketing portal for each location in the field to access. You will still build and own the marketing strategy via the portal, and you will decide which marketing products are the most relevant based on your strategy. In general, you provide direction and different marketing product recommendations based on different target groups. At the same time, you give your local sales and marketing channels the flexibility to choose what they need (also allowing them to modify some of the marketing products that you have online), when they need it, and how they use it.

FEEDS STRATEGY

- Brand
- Corporate
  1. Upload Standardised Collateral
  2. Provide Marketing Information & Direction
  3. View Local Knowledge
- Local Marketing and Sales Channels
  1. Feed Local Marketing Knowledge
  2. View Brand Information & Suggestions
  3. Place Campaign Order
- Marketing Collateral & Information Repository
- Production of Marketing Product
- Product Delivery (Post, Email, PURLs, SMS, etc.)
- Measurement & Analysis
- Consumers

Leads/Sales

The figure above represents the strategy to get the best out of centralised and decentralised marketing. The brand will upload into a marketing repository or online marketing shop with all the marketing products available to its marketing and sales channels. This includes not only brochures, flyers, cards, etc., but also promotional items, such as t-shirts, coffee mugs, or any other marketing material that might be relevant to help your channels promote your products/ services. Local marketing and sales channels can access this marketing shop via a personal passcode. Different channels might have access to different marketing products based on what they sell and where they sell it. Channels can change and edit specific things from the marketing pieces that they have access to in order to improve relevance and effectiveness for the next campaign. Finally, channels can order what they want, which will be delivered in the amount of time agreed upon when the order was placed. The campaign can then be measured and analysed for future improvement.