



## At MarketFrames, we help clients achieve profitable growth through more effective and efficient marketing.

Today's marketing leaders face new challenges and opportunities: downturn, globalization, complex organizations, faster product cycles, automation, and demands for accountability. Many need help on pressing needs like optimizing their marketing spend—together with longer-term solutions to maximize their marketing capability and impact.

### MarketFrames optimizes marketing effectiveness and efficiency

MarketFrames is an innovative marketing services firm that helps clients achieve best-in-class performance and business results from their marketing investment. We start with optimizing marketing spend, and drive towards systemic effective and efficient marketing operations. We transform traditional 'silo' marketing organizations through custom renovation of structure and process. And we sustain marketing effectiveness through ongoing marketing services.

### Our approach

MarketFrames services are built on our three pillars: a unique network point of view, our proprietary process models, tools and frameworks, and our customizable, side-by-side client engagement model powered by experienced industry marketing professionals. We work closely with clients to develop and implement customized marketing process, project, and organizational solutions for a wide range of needs.

### We're operational veterans

Founded in 2003, MarketFrames brings to every client project decades of success in leadership roles at global marketing organizations. Our team has led marketing operations for \$100 million to multi-billion dollar categories at the world's largest, most dynamic, and successful innovation firms. We have helped client companies develop and implement marketing process, operations, and structure to improve their marketing spend ROI as well as to address disruptive industry and business change in both the U.S. and Europe.

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### Why focus on Marketing?

To win, Marketing must be more than Marcom. The right Marketing drives strategy, innovation, and growth. It aligns resources and plans across the organization and with key agency and channel partners—delivering business value beyond the traditional marketing focus of advertising and promotion.

### Results and Benefits

Through the MarketFrames approach and available services, clients realize:

- Optimization and improved management of marketing spend
- Marketing operations competency—improving process, accountability, and ongoing operations
- Alignment across the internal and external marketing network—resulting in improved efficiency of internal, agency and channel investments
- Defined, cross-company marketing processes that leverage knowledge assets and enable better, faster decision making
- Marketing and sales alignment that results in more effective go-to-market planning and programs
- Market-driven plans and strategies aligned with company business objectives
- Improved marketing skills, competencies, and talent retention
- Experienced marketing resources applied to an immediate project or staffing gap.

Marketing is the backbone of successful, growing, profitable companies because it is a critical end-to-end function—the only one that spans the entire company—from new product concept to ongoing customer care.



MarketFrames helps companies bridge the gap between traditional, silo-oriented marketing approaches and the knowledge-powered network that Marketing must become.

## MarketFrames Client Services

Our services are flexible and modular, ranging from short-term, strategic projects to larger-scale marketing organization and process design and implementation.

MARKETING NETWORK CONSULTING SERVICES	MARKETING NETWORK ARCHITECTURE SERVICES	MARKETING NETWORK OPERATIONS SERVICES
<p><b>Marketing Spend and Operations</b></p> <ul style="list-style-type: none"> <li>Marketing Cost Envelope (MCE) analysis and optimization</li> <li>Marketing Operations analysis and design</li> </ul> <p><b>Core Plan Development</b></p> <ul style="list-style-type: none"> <li>Business and marketing plans</li> <li>Channel marketing plans</li> <li>New product service/plans</li> <li>Value Proposition definition and development</li> </ul>	<p><b>Structure and Process Design</b></p> <ul style="list-style-type: none"> <li>Organization and process redesign</li> <li>Agency sales/channel network optimization</li> <li>Knowledge base strategy and implementation</li> </ul> <p><b>Network Design Installation</b></p> <ul style="list-style-type: none"> <li>Change management and training</li> <li>Process of Management implementation</li> </ul>	<p><b>Operational Services</b></p> <ul style="list-style-type: none"> <li>Network performance management and reporting</li> <li>Channel management and reporting</li> <li>Talent assessment and development</li> </ul> <p><b>Process Improvement</b></p> <ul style="list-style-type: none"> <li>Marketing metrics and benchmarking</li> <li>Process assessment and recommendations</li> </ul>

## Helping Our Clients Excel

MarketFrames has worked successfully with small and large companies at various stages of the business life cycle. Here are some examples:

### Optimizing Marketing Spend (Marketing Cost Envelope)

A large global technology company had fragmented their substantial marketing spend across business unit, group, corporate, region and country organizations, making measurement and accountability against strategic business objectives difficult at best. MarketFrames completed a comprehensive analysis of spend across all marketing and sales organizations and activities. Structured spend reporting and analysis was provided to the CMO, and an ongoing MCE management process with metrics that tied to strategic marketing objectives and plans was implemented.

### Agency Network Design

After years of contracting with many independent creative agencies across their corporate, business unit and region marketing organizations, a consumer technology company needed to lower their spend and improve the quality and consistency of their messaging and creative. MarketFrames experts worked with the client to define agency network requirements, inventory their existing capabilities, and build a new, consolidated network of strategic agency providers to deliver more effectively and efficiently on marketing goals.

### Marketing and Sales Alignment

After multiple acquisitions, a manufacturing company needed help aligning marketing and sales organizations to improve their go-to-market effectiveness. MarketFrames worked with marketing and sales leadership to optimize organization and core processes, implement a marketing operations function, improve knowledge management practices, and educate personnel on new roles and responsibilities.

### Unified Value Proposition

A large consumer products company was not realizing the intended market synergy among numerous historical and acquired product categories—product development and marketing investments were still managed in “silos”, with no unifying or market-driven strategy. MarketFrames led the client through a process of developing and deploying a cross-category value proposition, creating a more compelling and unified market presence and yielding greater return from their R&D assets, and their channel and advertising investments.

For more information, or for a free copy of our latest MarketFrames newsletter and white paper, visit us at [www.marketframes.com](http://www.marketframes.com) or call (503) 892-0160.

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