

Marketers Urged To Market Smarter In 2009

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Alterian's 2009 predictions reveal that marketing must get more accountable to survive the downturn

Bristol, UK – 20th November 2008 – Alterian (LSE: ALN), a leading international integrated marketing platform provider, has encouraged marketers to remain focused through the economic downturn and continue to market and promote products and services during 2009. That is the key prediction from Alterian's annual forecast, 'Marketing: the Year Ahead', with marketers urged to deliver programmes in a smarter way that delivers demonstrable return on investment. The forecast was compiled by Alterian after observing trends and patterns throughout 2008 and from feedback from company executives' interactions with customers as to what they felt the key marketing trends for 2009 would be.

Whilst there is predictable pressure to cut marketing budgets during a downturn, Alterian CEO David Eldridge said it should be a question of making your budget work harder for you. "In previous downturns the firms that have continued to market and sell themselves have generally prospered, so businesses should bear this in mind and get every last drop of value from their budgets. 2009 will be a pressurised year for marketers, with every dollar, pound or euro needing to be accounted for. This will mean a renewed focus for marketing departments, and programmes that aren't working or delivering will be cut."

Making more effective use of the channels available was the other key Alterian prediction, specifically company websites. Alterian felt that currently many organisations were failing to maximise the potential this channel offers and need to better understand that their website can be a critical lead generation and customer engagement channel.

David Eldridge continued: "Companies are only paying lip service to the idea of 'interacting not interrupting' and are yet to optimise engagement on the web based on what they know about the visitors. In fact many organisations still treat the website as a stand alone channel, so they are not being engaging or relevant. The technology is available for companies to genuinely engage with their customers and deliver them real value and with the economy the way it is, surely this is something every firm should be considering?"

The top ten predictions fell under a broad theme of focusing more on existing customers, being more innovative with your marketing and using technology to make your marketing more effective and accountable. The full list is below:

Marketing: the Year Ahead - Ten Predictions for 2009

- 1) Smart organisations will continue to market throughout the downturn
- 2) Marketing activities will be increasingly under the microscope and marketers will now be held accountable for their success or failure
- 3) Marketers will turn to their website as the single most important and flexible lead generation and customer engagement channel. The sooner they understand this, the better
- 4) Marketing programmes that don't show a return quickly are not going to make it this year
- 5) Mobile marketing has had a tough 2008....so 2009 will be a make or break year

- 6) Marketers will act on a need to get more value from their existing CRM systems
- 7) It's not about just creating content for the people it's about getting content to the people - meaning multi channel, social networks and consistent marketing
- 8) Companies will shift focus toward increasing revenue from current customers
- 9) Digital media and social networks will continue to provide cost effective delivery channels for customer messaging, but will be most effective when integrated with other marketing channels and analytically led
- 10) With tight budgets it will increasingly fall to marketers rather than IT staff to drive marketing technology, this will change the buying process for such systems and favour suppliers that have marketer friendly software

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About Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through Alterian's industry leading tools, such as the Alterian Messenger email platform, and the award winning Alterian Content Management web solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit www.alterian.com

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