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# Marketing Organisation & Function

Rowan reviews, refines and builds marketing functions that will improve how your team works, how it interacts with the rest of the business and then stimulates demand.

- Marketing planning & strategy
- Marketing organisation design
- Marketing process improvement
- Marketing audit

## Improve your Marketing Function & Planning

Whilst most marketing activities have their own specific objectives, such as creating awareness and generating leads, those objectives must be aligned with higher-level sales and corporate objectives.

We review the Marketing function and management structure to establish:

- whether the marketing function is the right size and design for the current business activity and the type of cross-business interaction they have
- that there is sufficient management control
- that objectives are aligned to corporate and revenue targets
- how performance is managed, including reviews against metrics and targets, management coaching and training