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# Arrowspires Ltd – Marketing Newsletter

5<sup>th</sup> December 2007

Strategic Marketing Management  
Business Performance Excellence

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A focus on one of the services Arrowspires Ltd offer:

## How Do We Know We've Arrived?

From last weeks “Let's Go !” we saw that the following should be communicated by the Marketing Communications Plan:

- ✓ Where we are now statement
- ✓ Objectives
- ✓ Strategy
- ✓ Tactics
- ✓ Actions
- ✓ Control

and it is the final point ‘✓ Control’ that will advise us if we have arrived at the objective.

If the marketing communication plan is activated and no one sets controls, a company is sure to start deviating from the plan and the strategic marketing efforts will become less efficient.

Any control system put in place should meet the following requirements:

- ✓ It should be meaningful
- ✓ It should be economical
- ✓ It should facilitate action
- ✓ Information should be provided in a timely manner
- ✓ It should measure the specific activity being controlled
- ✓ It should identify trends

Use of a ‘Balanced Scorecard’ can go a long way to assisting in the control process.

The above shows the requirements of a control system – This is where Arrowspires Ltd can show you how and guide you through the implementation process.

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**Arrowspires Ltd – Helping you stay on the straight and narrow**

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