

CFAM4.1.1

Develop an understanding of the client



Overview

This is about developing an in-depth understanding of the client, including its business aims, vision and culture, as well as its marketing objectives. It involves developing a business relationship with key decision-makers and working towards creating a common, agreed agenda for future professional working.

This unit is recommended for middle and senior marketing communications specialists with responsibility for scoping and providing specialist marketing communications services to an organisation. Such personnel might work for an agency/consultancy, or work within a marketing communications function within an organisation.

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Performance criteria

- You must be able to:*
- P1 determine the client's business aims and vision for the future, and the proposed routes towards achieving these
 - P2 determine the client's marketing objectives for the development of its products/ services
 - P3 assess the principal current and potential barriers to achieving the client's marketing
 - P4 establish the competitive position of the client's products/services, and the factors that have contributed to this
 - P5 explore and agree the optimum level of marketing communications activity for the client's products/services, and the desired aims and financial return sought from the investment
 - P6 assess relevant, recent marketing communication strategies, and establish their impact upon the client's products/services as perceived by the client's senior team
 - P7 identify likely measures of success for future marketing communications initiatives
 - P8 determine the principal lines of marketing influence and communication within the client, identifying individuals who are key decision makers and influencers
 - P9 establish an effective professional relationship with key decision makers and create an agreed agenda for action in developing a marketing communications strategy

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the importance of understanding a client's business aims and of developing positive working relations with clients to the long term success of the business relationship, and how to achieve this
- K2 the importance of marketing communications and its role within the overall marketing mix, including what it can, and cannot achieve realistically
- K3 the importance of identifying the different parties with which a client has to communicate, including its consumers, intermediaries and other various publics
- K4 the characteristics of successful products/services marketing
- K5 the principal areas of marketing communications and their roles, including advertising, direct and digital marketing, public relations and sales promotion
- K6 the different tools used within the principal areas of marketing communications and their relative strengths and weaknesses
- K7 the processes and advantages of integrated marketing communications
- K8 the principles of effective agency/client relationship handling
- K9 how to develop strategic objectives, actions and accountabilities
- K10 how to identify potential risks in relation to achievement of the objectives
- K11 the importance of setting out clear performance measures for a marketing communications strategy which demonstrate a financial return for the client
- K12 public and ethical issues associated with marketing communications

You need to know and understand:

Industry/sector specific knowledge and understanding

- K13 legal, regulatory and ethical requirements in the client's sector
- K14 market developments in the client's sector

You need to know and understand:

Context specific knowledge and understanding

- K15 the key drivers of the client's business performance, including how marketing communications can impact upon these
- K16 the market in which the client works
- K17 the client's portfolio of products/services, including any brands, and the relationship between such brands and the umbrella/corporate brand
- K18 the client's marketing communications objectives, arising from the overall marketing strategy
- K19 the needs and expectations of the client's actual and potential customers, and the organisation's desired response from its marketing communications strategy
- K20 the client's actual and potential competitors and partners, and the key

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- features of their marketing communications strategies and plans
- K21 the client's capabilities, resources and capacity to support a marketing communications plan
- K22 the client's ability to respond to market opportunities
- K23 the extent of any existing marketing communications activities by the client
- K24 colleagues and other key stakeholders, and their needs and expectations
- K25 processes for consultation within the client

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Additional Information

Behaviours

1. You display effective leadership skills both within your own team, and amongst the broader marketing team
2. You present ideas and arguments clearly, concisely and convincingly
3. You anticipate likely future scenarios based upon a realistic analysis of trends and developments
4. You treat others courteously and helpfully, showing respect for their views
5. You work to develop an atmosphere of professionalism and mutual support
6. You display empathy and an emotional intelligence which promotes your understanding of others

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