

CFAM4.6.1

Develop a field marketing strategy



Overview

This unit is about establishing the field marketing objectives and strategy for an organisation's products/services. It includes assessing and selecting appropriate field marketing disciplines towards achieving the required objectives and return upon investment, and preparing proposals and associated budgets.

This unit is recommended for those marketing managers with responsibility for developing an organisation's field marketing strategy. Such managers may be employed directly by the organisation, or work for an agency/consultancy.

CFAM4.6.1

Develop a field marketing strategy

Performance criteria

- You must be able to:*
- P1 identify and prioritise strategic field marketing objectives which are consistent with the overall marketing strategy and the organisation's required return on investment
 - P2 identify the customer groups to be targeted
 - P3 identify the existing/proposed marketing opportunities and retail channels to be developed
 - P4 agree the relevant field marketing discipline(s), with a rationale supporting the choice
 - P5 identify the actions and resources required to implement the agreed strategy
 - P6 prepare and agree the budget for the proposed field marketing
 - P7 identify key performance measures, and methods for monitoring and reporting the outcomes against the objectives

CFAM4.6.1

Develop a field marketing strategy

Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the topics to be addressed within a field marketing strategy
- K2 the role of field marketing and its place within an overall marketing strategy
- K3 field marketing disciplines and their relative benefits
- K4 the importance of consulting with colleagues and other stakeholders during the development of a field marketing strategy and how to do this effectively
- K5 how to develop measures and methods for monitoring and evaluating performance against the field marketing objectives
- K6 the importance of demonstrating a return upon the field marketing investment for the field marketing and how to do this

You need to know and understand:

Industry/sector specific knowledge and understanding

- K7 legal, regulatory and ethical requirements in the organisation's sector
- K8 market developments in the organisation's sector

You need to know and understand:

Context specific knowledge and understanding

- K9 the market in which the organisation works
- K10 the needs and expectations of the organisation's actual and potential customers
- K11 existing and potential marketing opportunities which the organisation is seeking to develop, relevant to your area of operations
- K12 the organisation's key stakeholders, and their needs and expectations
- K13 the organisation's principal competitors, and their field marketing strategies, where relevant

CFAM4.6.1

Develop a field marketing strategy

Additional Information

Behaviours

1. You use your own experience and that of others, seeking specialist expertise where

CFAM4.6.1

Develop a field marketing strategy

| | |
|---------------------------------|--|
| Developed by | CFA Business Skills @ Work |
| Version number | 1 |
| Date approved | April 2010 |
| Indicative review date | April 2012 |
| Validity | Current |
| Status | Original |
| Originating organisation | Chartered Institute of Marketing |
| Original URN | NM4.6.1 |
| Relevant occupations | 1132 Marketing & Sales Managers 3543 Marketing Associates |
| Suite | Marketing |
| Key words | Marketing, sales, marketing management, market research, advertising, public relations |