Editorial

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As we write this editorial it is the morning of the government's emergency budget. By the time you read this we may all be in despair as marketing budgets may be slashed and public sector spending obliterated. Whatever the outcome, marketers will find more ingenious ways to improve the effectiveness of their advertising spend while continuing the move to digital communications.

In a sense, the first opinion piece in this volume on political marketing in the US shows us the future. It highlights the lessons learned from the Obama presidential election campaign and the increasing use of digital media, particularly social networks, email and SMS. The Obama campaign not only used the popular social networks at that time, like Facebook and MySpace, but also niche ones such as Asian Ave, Black Planet and Eons. The email campaign claimed to be between 10 and 13 million strong, while the Obama campaign was the first to break out into using text messaging (SMS) on a large scale.

The second opinion piece again points to the future — multichannel customer management: delighting customers and driving efficiency. It outlines why all companies need new strategies, structures, processes and tools to deliver customer value across all channels. It goes on to give guidelines in four areas to ensure success with multichannel orchestration.

Three very different articles are next. The first paper examines how companies are currently using online analytics to understand the effects of different media in contributing to a sale and how best to optimize media spend. It concludes that the only way to ensure marketing spend is distributed effectively is to fully understand how different media interact and their relationship to the all important final click that leads to a sales conversion.

The next touches on a much underrated marketing tool — pricing. It follows the launch of a new-to-world product in the category of Personal Digital Assistants. It shows different prices can be used for the same product targeted to different consumer segments, while each additional feature could be assigned an additional monetary worth.

The last paper is by Robert Shaw, who specializes in marketing efficiency and effectiveness. It is based on a new report 'Return on Ideas' and shows how an organization that has to market itself can be more efficient, effective and value adding. It is based on research to over 100 organizations — large and small — across industries and is full of practical suggestions, checklists and case studies.

The featured case study in this volume is an IDM Business Performance Award winner from 2009. It demonstrates how Everest's brand reinvigoration campaign succeeded in increasing the value of its core business sales by 8 per cent. It was achieved through a combination of tried and tested direct marketing approaches and a brave decision to return to brand advertising in targeted broadcast media.

To conclude this volume, the legal and regulatory update details the first ASA video-on-demand ad case. The book review recommends you read *Googled: The End of the World As We Know It*, although that line is probably better reserved for Chancellor George Osborne as we enter potentially 10–20 years of economic austerity.

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