

Mutrition knowledge feed third quarter 2021

Strategy = do right things

Operation = do things right

In this quarterly knowledge feed Nutrition would like to share knowledge and invite you to consider marketing & nutrition services in your strategy, tactics and operations.

Mutrition...

....supports professionals at Dutch food companies with strategic marketing, market intelligence and nutritional concepting. Through self-learning consultancy your acknowledged value by uniqueness is secured as well as return on intelligence is optimized.

Mutrition knowledge shared...

Looking at your business activities, it make sense to categorize them as being strategic, tactical or operational. This enables you to ask yourself 2 valuable questions:

- 1) Are we're doing the right things?
- 2) Are we're doing the things right?

It is rather logical to realize that day-to-day activities are often operational and take up most of one's attention and actions. One of the reasons lies often in the direct return on action for day-to-day activities. Marketing activities are typically categorized into these three categories and are related to one another. The visualization in this knowledge feed can be used as a pragmatic template where you're most pressing marketing activities are placed into.

With the summer holiday's started or nearby where possibly the day-to-day jobs to be done are somewhat eased, it is a good moment to spend some time on this topic?

Mutrition is happy to provide you with a fresh, creative and external contribution to this exercise.



Figure 1 Nutrition STO template

Do you have a healthy balance in your business when it comes to strategic, tactical and operational actions?

Well apparently spending enough time on strategy is challenging let alone allocating budget to it eg challenging your food business with an external food marketer. See for example the (Dutch) article by MarketingTribune March this year where half of content-teams lacking strategy in their operations. Link https://www.linkedin.com/posts/ruudvamburgsteden_onderzoek-helft-content-teams-mist-strategie-activity-6797855404165599232-W-Cj



Figure 2 LinkedIn post about content-teams lacking strategy

In addition some insights from a recent NIMA B2B marketing event last month for Senior Marketing Professionals where this topic was covered and supported its relevance to spend time on strategy next to operations:

- Opening presentation by A. Simonetti the Triple Fit Model (by C. Senn) was highlighted that enable you to map customer relations on three levels, strategic-, coordination and resource fit
- Keynote speaker Mark Ritson received positive reactions and covered for a large part the three levels in which business a/o marketing can be categorized
- Tactics are a third of the job, most related marketing activity linked to tactics is MarCom where especially in B2B that unfortunately make up most of the marketing jobs to be done hence tactification = undesired
- Strategy is connected to tactics and precedes tactics
- An extra category or layer is included by M. Ritson being 'diagnosis', another third of marketing job, diagnosis is mapping your market, analyse the playing field
- Key messages is that throughout a year, each aspect is to be worked on equally, it is considered multiplicative, meaning that if you f*ck up one of them you end up 0 (in vocabulary of M. Ritson)
- Another topic covered by M. Ritson keynote is about the long & the short approach that is considered a valuable theory and today lacking in B2B
- For more details see <https://www.b2bmarketingevent.nl/>