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**Subject: Principle of Marketing**

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**Major Assignment**

**ARTICLES RELATED TO MARKETING**

1. **What Creativity In Marketing Looks Like Today**

What makes Marketing creative ? Is it more imagination or innovation ? Is a creative marketer more artist or entrepreneur?

The term “marketing creative” has been associated with the words and pictures that go into ad campaigns. But marketing, like other corporate functions, has become more complex and rigorous. Marketers need to master data analytics, customer experience, and product design.

The wider trends that reflect or help us illustrate what it means to be a creative marketer today.

**Create with the customer, not just forthe customer**

Everyone likes to talk about being “customer-centric.” But too often this means taking better aim with targeted campaigns. Customers today are not just consumers; they are also creators, developing content and ideas — and encountering challenges — right along with you. Creativity in marketing requires working with customers right from the start to weave their experiences with your efforts to expand your company’s reach.

**Invest in the end-to-end experience:**Every marketer believes the customer experience is important. But most marketers only focus on the parts of that experience under their direct control. Creative marketers take a broader view and pay attention to the entire customer experience from end to end. This includes the product, the buying process, the ability to provide support, and customer relationships over time. That takes time and resources – and it also requires bringing creative thinking to unfamiliar problems.

**Turn everyone into an advocate:** fragmented media and social landscape, marketers can no longer reach their goals for awareness and reputation just through paid media and PR. People are [the new channel](https://hbr.org/2013/04/people-are-the-new-channel). The way to amplify impact is by inspiring creativity in others. Treat everyone as an extension of your marketing team: employees, partners, and even customers

# **Why Marketing Analytics Hasn’t Lived Up to Its Promise**

How can it be that firms have not seen any increase in how analytics contribute to company performance, but are nonetheless planning to increase spending so dramatically? Based on our work with member companies at the Marketing Science Institute, two competing forces explain this discrepancy—the data used in analytics and the analyst talent producing it. We discuss how each force has inhibited organizations from realizing the full potential of marketing analytics and offer specific prescriptions to better align analytics outcomes with increased spending.

**The Data Challenge**

Data are becoming ubiquitous, so at first blush it would appear that analytics should be able to deliver on its promise of value creation. However, data grows on its own terms, and this growth is often driven by IT investments, rather than by coherent marketing goals. As a result, data libraries often look like the proverbial cluttered closet, where it is hard to separate the insights from the junk.

**The Data Analyst Challenge**

The gap between the promise and the reality of analytics points to a disconnect that needs resolution. Companies need to better align their data strategy and data analyst talent to realize the potential that analytics can bring to marketing managers. In the absence of talent, even great data can lie fallow and prevent a firm from harnessing the full potential of the data. What are some of the characteristics that companies should look for in good data scientists? They should:

**Clearly define the business problem*.***

Managers who rely on data scientists to know what might be possible to do with the data often find great value in simply having that person help define the problem.

**Understand how algorithms and data map to business problems.**

Companies will see more effective data analytics if teams are clear on firm objectives, informed of the strategy, sensitive to organizational structure, and exposed to customers.

**Identify the best tool for the problem.**

On the analytics side, it goes without saying that years of training and practice are necessary. One cannot play an instrument without learning it, and the same is true for analysts. Most important is knowing which tool, of the many available, is best for which problem.