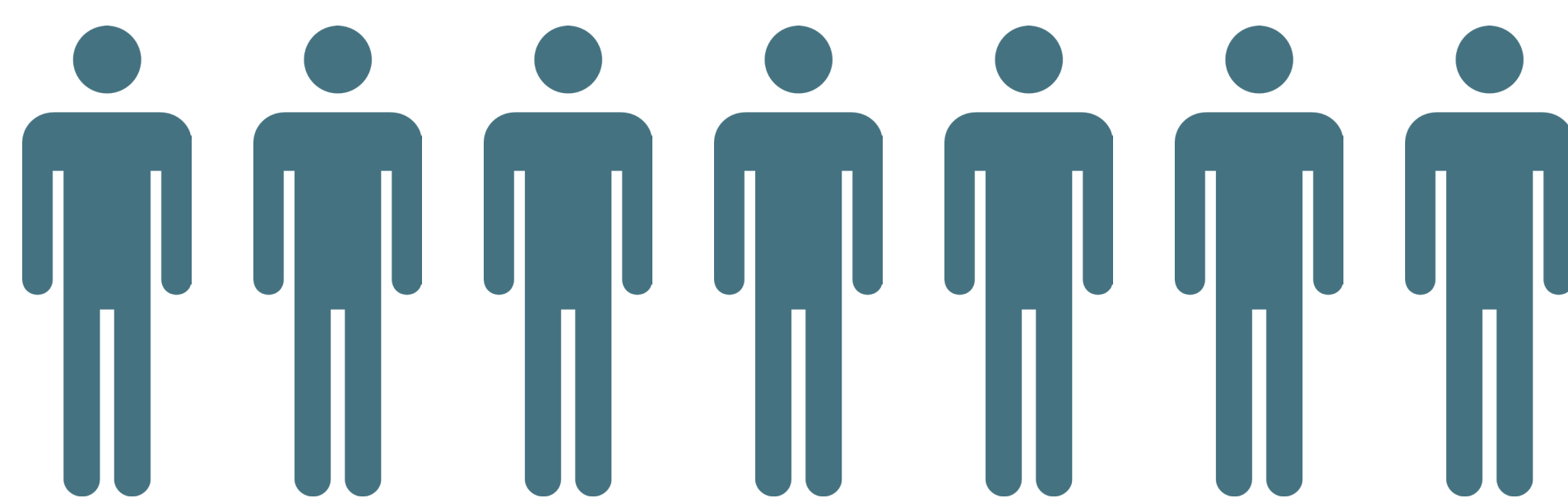


# The Integrated Marketing Procurement Infographic

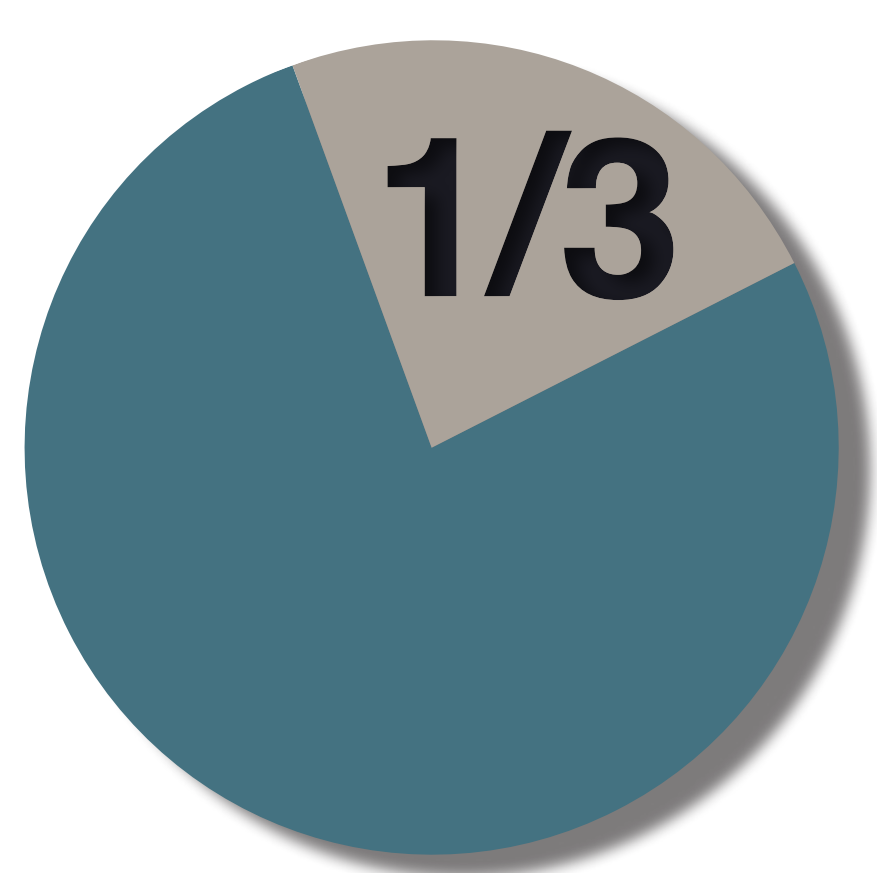
## The Problem



The average UK client has 7 agencies



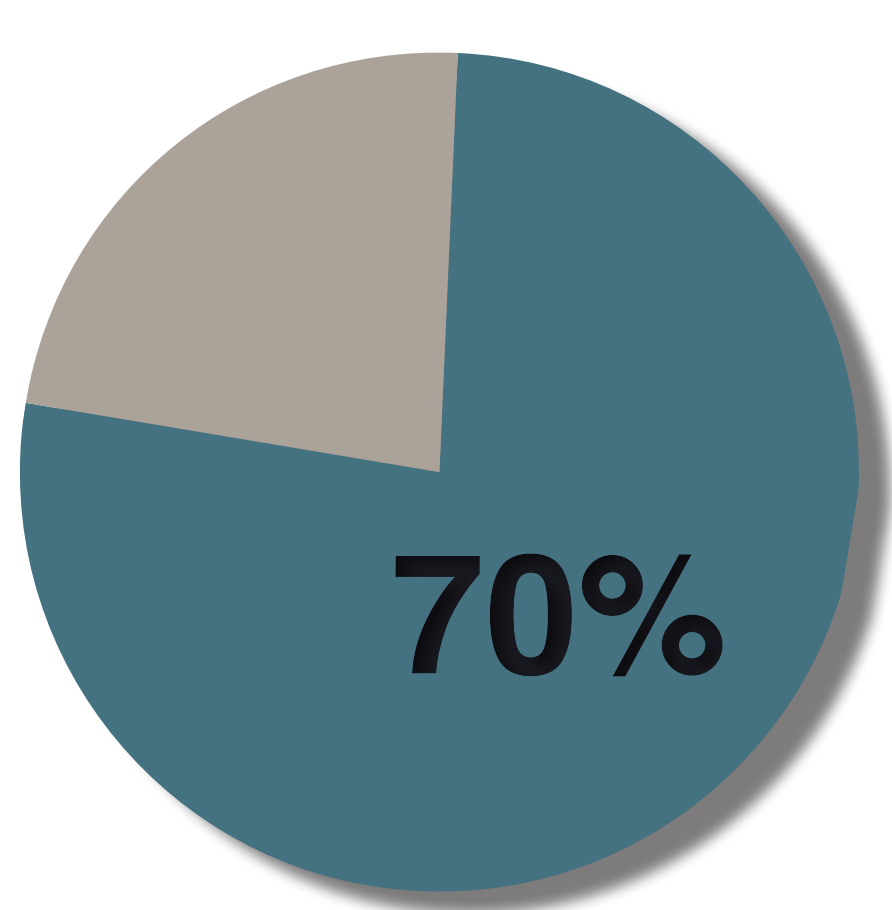
1 in 10 has 11 or more agencies



1/3 of clients believe their external resources are characterised by silo activities

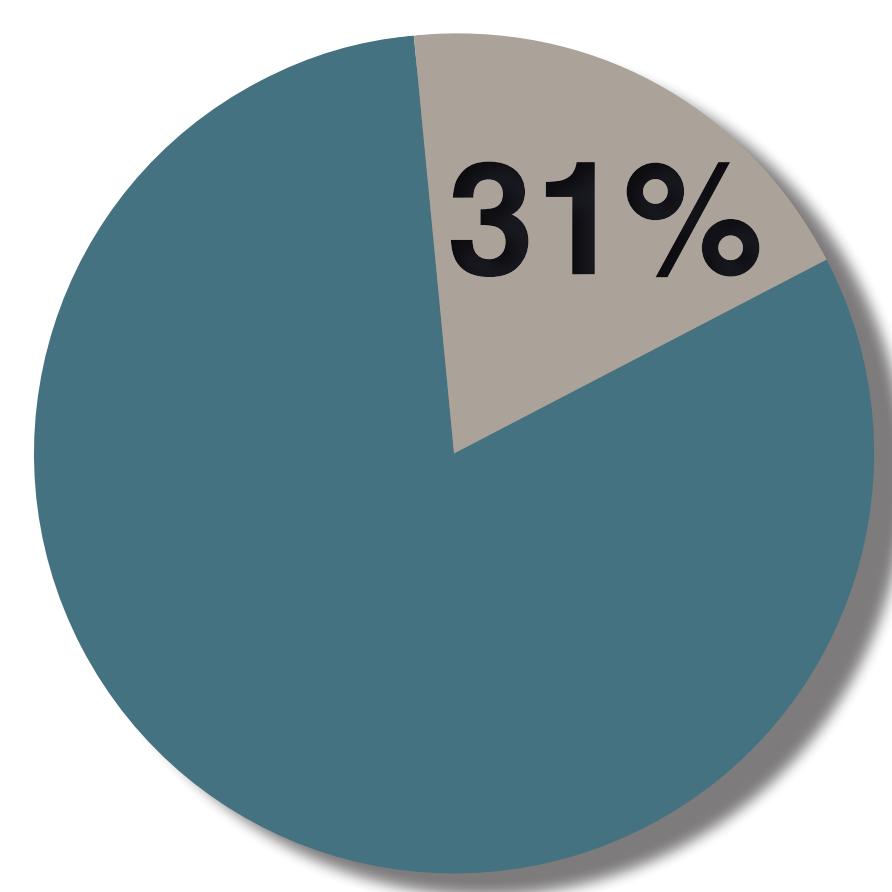
A survey conducted by Flock Associates revealed that:

>10% ROI

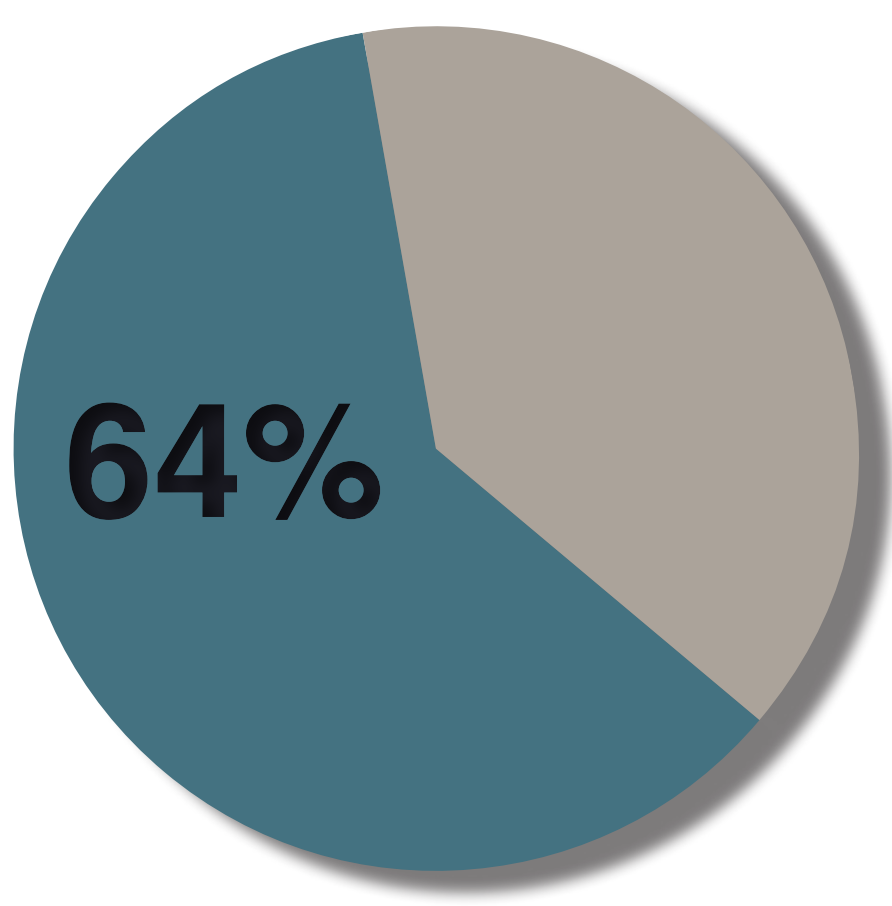


70% of marketers believe they would get a 10% greater ROI if their campaigns were better integrated

A 31% of marketers said they would get 20% greater ROI on their marketing if they had better integrated plans



>20% ROI



64% of marketers said their agencies are poor at collaborating to find production efficiency



Only 1 in 8 Marketers know what each piece of the marketing plan delivers in ROI

## The Solution

### Integrated Marketing Procurement

|                              |  |   |
|------------------------------|--|---|
| Integrated Contracts         | Integrated Approach to Data & Technology         | Create an Integrated Content Factory                  |
| Integrated KPIs + Appraisals | Plan Integrated Agency Ecosystems for the future | Create One Integrated Measurement & Evaluation system |
| Integrated Process           | Create an Integrated Team Culture                |   |

“From our perspective this was probably the best run pitch we’ve been involved in for sometime...”

- Top 5 Global Agency -

“I also wanted to just say thank you for the great work that has been done to date. It has really made a difference, especially to my team, knowing that the challenges are being addressed and I feel we are in a much better place both in terms of current planning and the transition / changes to some functions in the future.”

- Large Computer Games EMEA Chief Marketing Officer -

To find out more about Flock Associates’ Integrated Marketing Procurement solutions visit [www.flock-associates.com](http://www.flock-associates.com) or follow us on:



**flock.**

The Marketing Integration Company