

eMarketing Special Interest Group Roundtable Summary

July 9th, 2008

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I. Introduction

This is a summary of the eMarketing Special Interest Group’s (eM-SIG) June 2008 roundtable event, “Aligning Marketing and IT for Online Success.” The purpose of this roundtable was to uncover the current challenges facing marketing and IT professionals who are working together, and provide them with a means to work together more effectively. This roundtable was developed in collaboration between the eMarketing Learning Center (eMLC) and Dr. Kathy Noce of Penn State University Behrend. The roundtable included live case study examples of web challenges between marketing and IT. There was also an open Q&A session with attendees. The session enabled the attendees to view organizational problems from different perspectives respective to the marketing and IT departments, and attendees were shown how to approach challenges collaterally from those perspectives.

The eM-SIG organizes relevant roundtables, chosen by and for its members, covering a variety of e-marketing topics. If you are interested in joining the eM-SIG and attending a roundtable, visit the eM-SIG Web site and register on the “Join Us” page.

eM-SIG URL: <http://www.emarketinggroup.org/>

II. Organizations in attendance

Center for eBusiness and Advanced IT	Chris Mead Associates	Directional Systems	Dispatch Printing
Engage IT	Erie General Electric Federal	Erie Homes for Children and Women	Healthy Living Today
Penn State University Behrend	Signal-Tech	Slowboy Racing Inc.	Stellarbeats.com
Strategy Solutions	Times Publishing Co.		

III. Summary of current situation analysis

3.1 The problem. The Kellogg School of Management conducted a study that found four major areas that were affected by the relationship between marketing and IT.

- Speed to Market
 - "Speed of light reactions to the marketing changes and requirements to support efforts/clients"
- Flexibility
 - "Missing out on the ability to react with agility to changes in our marketplace"
- Innovation
 - "Being able to attract new clients in new ways using technologies and tools with marketing campaigns or programs"
- Efficiency
 - "A coordinated effort that makes us more efficient today and more cutting edge in the future."

3.2 The research. This study, conducted from February 18th – 25th, 2008 surveyed Marketing and IT professionals in Northwest Pennsylvania collecting 70 responses. The research showed the following:

What the marketing department said of IT:

- Marketing's perception of IT's primary functions:
 - *67% - Manages network and security*
 - *62% - Implementation*
 - *55% - Support (help desk)*
 - *30% - Hosts the company's website*
 - *25% - Other (outside consultation, Web site development, etc.)*
- Marketing said IT is...
 - Team Oriented
 - Intelligent
 - Responsible
 - Friendly

- Efficient

What the IT department said of Marketing:

- IT's perception of Marketing's primary functions:
 - *78% - Public relations*
 - *56% - Advertising and promotions*
 - *33% - Internet marketing*
 - *28% - Other (lead generation, word of mouth, referrals, etc.)*
- IT said Marketing is...
 - Unorganized
 - Flexible
 - Friendly
 - Team Oriented
 - Whimsical

3.3 Bridging the gap. Here is the process outlined to align the marketing and IT departments:

- Strong support from senior management
 - Define roles of each department
 - Funding to support each department
- Appropriate prioritization of tasks
 - Agree upon common goals
 - Conduct a technology audit
- Maintain a good working relationship
 - Trust
 - Effective communication
- Have weekly meetings to better understand each other and communicate face to face what each department needs and why
- Education through understanding of the business and IT environments

Education is the key piece to aligning both marketing and IT departments. This is done by having IT and marketing professionals attend e-marketing training and strategy events together. This collaborative training will allow for understanding and ability to solve the problem together.

No single activity can be expected to align the marketing and IT departments. There must be a complete synergistic approach to bringing the departments together. Secondly, there must be continued measurement of success, evaluation and improvement.

IV. Resources

- Podvesker, Heath. "Optimization: The Glue Between Marketing and IT." [X+1]. 1-2.
- MarketingSherpa Ecommerce Benchmark Guide. 2007. 5.
- VanDen Heuvel, Dana. "Bridging the Chasm Between IT." [MarketingProfs.com](http://www.marketingprofs.com). 1/20/2004.
<<http://www.marketingprofs.com/4/heuvel2.asp>>.

V. About the eMarketing Special Interest Group

[The eMarketing Special Interest Group \(eM-SIG\)](#) is for e-marketing practitioners, academics and people in business who share this common professional interest. The forum is for those interested in keeping in touch with the rapidly changing area of Internet marketing.

Members benefit through networking opportunities, sharing ideas and expertise, and the potential to discover new partnerships through a forum of industry experts. Members are eligible for e-marketing training grant reimbursement opportunities and are able to position themselves in the hub of the Northwest PA interactive marketing community.

VI. Roundtables

The eMarketing Special Interest Group provides various roundtables, exclusively designed to meet the interests of its members. Currently, there is no cost for members to attend roundtables or join the eM-SIG. If you would like to learn more about training opportunities, please visit the eM-SIG Web site at <http://emarketinggroup.org/events/>.

VII. Contact

If you would like to know more about the eM-SIG or roundtables, please contact Cathy von Birgelen, the eM-SIG Program Director at cathy.vonbirgelen@ebizitpa.org.