Marketing tips to Procurement

The relationship between procurement, marketing and agencies isn’t always as good as it should be. The best relationships work when there is open and clear communication between all parties and that is particularly important between procurement and their agencies.

Marketing clients, and the procurement professionals that work with them, need to ensure that they achieve maximum value from their agency relationships, and agencies need to ensure they are profitable, sustainable businesses.

We have created a series of ten top tips on how agencies, marketing and procurement can work better together.

These guidelines focus on the relationship between all three parties; procurement, marketing and agencies, with the aim of becoming a check list in developing effective ongoing working practices.
1. **Leverage our expertise**
   We’re both experts in our respective fields and working for the same company, let’s respect that and use it to work efficiently together.

2. **Respect our time**
   Allow sufficient time to complete the process. Be responsive and respectful of each other’s time.

3. **Knowledge share**
   Know the agency marketplace; who is good at what, who the movers and shakers are - and follow the talent. This really helps us.

4. **Be open and collaborative**
   Understand what is important to us and help us get the best value for money with the right agencies, without compromising creativity or our agency relationships.

5. **Help us with the engagement process**
   Simplify the process; tell us what we need to do to get suppliers on board or contracts in place quickly, don’t blind us with process.

6. **Explain the contract process**
   Simplify the language without the jargon. Explain the meanings, risk and impacts of our contractual commitments in layman’s terms.

7. **Post contract**
   Work with us to identify new ways of working and technology that can speed up our processes and make us more efficient and responsive.

8. **Scope and category clarity**
   Understand our category. Appreciate the complexity of our category and what we’re buying. Marketing is not a commodity. Adapt the procurement process to meet our needs.

9. **Partner with us**
   Be accessible and agile - help us work with speed, especially if we need to get to market quickly. Be willing to be more readily available to us when we are holding a pitch, and manage our expectations on response times.

10. **Stay involved**
    Stay informed; attend supplier events, conferences and fun stuff that we do, or that agencies invite us to. It really helps the learning process and helps build relationships. Consider sitting with us and join our team meetings so you become a key member of the marketing team.
Top tips for working better together

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   Allow sufficient time to complete the process. Be responsive and respectful of each other’s time.

3. **Knowledge share**
   Involve us and share your strategic direction and challenges.

4. **Be open and collaborative**
   We are here to help you make informed decisions and the earlier you involve us the more value we can add.

5. **Understand the engagement process**
   Ask our advice and challenge us about the process or whether other rostered or approved agencies are available.

6. **Understand the contract process**
   The contract is there to protect our company and brands. Be actively involved in developing it and ensure that you know what both the coverage and risks are.

7. **Post contract. Lean on us**
   We will measure performance, hold the agency and the marketing team to account, and will be able to pre-empt any potential problems. We can also help by acting as an effective and neutral mediator.

8. **Scope and category clarity**
   Be clear about your requirements including the business challenges and objectives. Provide a clear scope of work and keep it up to date, so we can accurately reflect this in our contractual commitment with the agency.

9. **Partner with us**
   Working together will enable us to get the right agencies on the right terms to deliver the best results for you.

10. **Involve us**
    Invite us to internal meetings as we love to add value and can offer a different perspective. The more visibility we have the more value we can add, helping to manage the relationships with key agencies.