

HOW TO DEVELOP (AND MANAGE) AN EFFECTIVE ORGANIZATIONAL MODEL

THE FUTURE OF GLOBAL AGENCIES AND SPECIALIZED VENDOR ALIGNMENT

When it comes to the consumer journey, no two paths are alike.

As physical and digital touchpoints require adequacy at a local level, being conscious of language and culture while maintaining brand consistency can be strenuous. But as the saying goes, where there is a will there is a way—and the way to global marketing success is utilizing, and aligning, global agencies and specialized vendors.

Outsourcing can lead to some of the most common pain points of executing a global marketing strategy, so before you can move forward, you will need to design organizations to work around them. These organizations consist of strategic partners and generic service providers that offer commodity services.

WHERE DO YOU START?

Let's take a look at how these organizational models are formed and evolve over time, from the dispersed model to a true hub and spoke:

01.

The Dispersed Model

- Most common in global market leaders struggling to control costs
- Fast campaign cycle
- Requires a huge level of effort
- Very high costs
- Very low governance, brand consistency, and campaign consistency

02.

The Center of Excellence (CoE)

- More evolved, still very common among market leaders
- Often in response to the increasing importance of digital global marketing
- Normally located within a company's global HQ
- Relies heavily on hundreds of global vendors
- Necessary for advancing to a true hub and spoke model

03.

The Hub and Spoke Model

- Focused on large-scale globalization
- Still requires a level of centralization, considered the "hub," or strategist
- Actual execution is left to the "spokes," made up of trusted global partners
- Allows for some key functions or capabilities to remain centralized, while local divisions or functions develop their own capabilities that link to the center

04.

The Multiple Hub and Spoke Model

Evolving to a multiple hub and spoke model means you are applying the hub and spoke model to multiple divisions or units.

THE CATCH

A true hub and spoke model requires trust in your partners to work independently with each other—the only way to ensure a smooth process with consistent messaging. Most organizations are currently missing the collaboration aspect, which results in less efficiency. In fact, most market leaders have yet to achieve a true hub and spoke model—and those who have are just now moving into that model. **Will you be next?**