

of the pie as opposed to doing great work, even if that means working alongside other agencies, for the best benefit of the client.

Smaller agencies are aggressively seeking more business outside of their geography and expertise, and larger agencies are going after smaller opportunities in order to keep growing. Specialists will continue to broaden their service offerings to go after new prospects while generalists will add services to keep up with the evolving needs of their clients.

Camaraderie and synergies between the agencies and departments are the key ingredients for success. But these synergies need to be driven by that 'strong conductor' who brings it all together.

The role of the integration officer is not an easy one. The job description should read somewhat similar to that of the headmaster – someone who is able to manage budgets, spend wisely, manage egos and someone to keep all the children playing together nicely in the corporate sandpit.

More than ever, as brands continue to expand their presence into key African markets, the need for integration increases. Not only will integration need to take place between marketing and communication silos, but the campaign and execution is going to need to transcend cultural and language barriers.

Great marketing, like a great orchestra, comes down to the ability of the conductor.

ABOUT VANESSA BAARD

With over twenty years' experience, Vanessa brings a wealth of experience within strategy development, crisis management and content development across various business-to-business clients...

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