

## OPTIMISING MARKETING RESOURCE ALLOCATION THROUGH ACCOUNTING ANALYSIS

Loso Judijanto \*<sup>1</sup>

IPOSS Jakarta, Indonesia  
[losojudijantobumn@gmail.com](mailto:losojudijantobumn@gmail.com)

Nur Hikmah Huba

Institut Agama Islam Sultan Muhammad Syafiuddin Sambas

### Abstract

Optimisation of marketing resource allocation through accounting analysis is an important approach to maximising the effectiveness and efficiency of marketing efforts. This research aims to explore how companies can leverage insights from financial data and performance metrics to make data-driven decisions about the allocation of budgets, personnel, and assets across various marketing initiatives and channels. By identifying areas with the highest return on investment, adjusting strategies based on actual results, and continuously refining their approach over time, organisations can ensure optimal use of resources to drive growth, profitability, and competitive advantage. This study emphasises the importance of cross-functional collaboration, clear communication, and a focus on long-term strategic goals in achieving successful optimisation of marketing resource allocation. The findings of this study provide valuable guidance for companies seeking to maximise the impact of their marketing investments and achieve sustainable success in today's increasingly dynamic and competitive marketplace.

Keywords: Optimisation, Marketing Resource Allocation, Accounting.

### Introduction

Marketing is one of the important aspects of running a business. Marketing success is highly dependent on effective and efficient resource allocation. Marketing has a very important role in the success and sustainability of a business. Without an effective marketing strategy, the products or services offered by the company will not be able to reach the desired target market. (Kehrein et al., 2020).. Marketing helps companies understand consumer needs and wants, and develop products or services that can fulfil these needs. By conducting market research and trend analysis, companies can identify new opportunities and adjust their marketing strategies to stay competitive in the market (Martínez et al., 2020). (Martínez et al., 2020)..

In addition, marketing also plays an important role in building brand awareness and customer loyalty. Through targeted and consistent promotional activities, companies can attract consumer attention and build a positive brand

---

<sup>1</sup> Correspondence author

image. Effective marketing can create product differentiation and position the company as a market leader in a particular industry. (Tirkolae et al., 2020).. In the long run, successful marketing can generate stable revenue growth, increase market share, and ensure the survival of the company in the face of increasingly fierce competition. (Khanra et al., 2022).. However, companies often face challenges in allocating marketing resources optimally. Budget constraints, intense competition, and changing market trends are factors that must be considered in making marketing resource allocation decisions.

Accounting analysis can be a solution to the problem of marketing resource allocation. By utilising financial data and accounting information, companies can evaluate the effectiveness of their marketing strategies and identify areas that need improvement. Accounting analysis also allows companies to measure the return on investment (ROI) of each marketing activity, so as to determine a more optimal resource allocation. (Gupta et al., 2020).

Previous research has shown the importance of accounting analysis in the optimisation of marketing resource allocation. However, there is still a gap in the literature regarding how accounting analysis can be applied specifically in the marketing context and how the results can be used to improve overall marketing performance. (Hunt & Madhavaram, 2020)..

Based on this background, this research examines more deeply the role of accounting analysis in optimising the allocation of marketing resources.

## **Research Methods**

The study in this research uses the literature method. Literature research method, also known as literature study or literature review, is a research approach that involves collecting, evaluating, and synthesising literature relevant to a particular topic or research question. This method aims to gain a comprehensive understanding of a topic based on pre-existing research. (Jelahut, 2022); (JUNAIDI, 2021).

## **Results and Discussion**

### **Marketing Concepts**

Marketing is a social and managerial process that involves individuals and groups to obtain what they need and want through the creation, offering, and exchange of products or services of value with others. The marketing concept focuses on fulfilling customer needs and wants as the key to achieving organisational goals. In this approach, companies seek to understand customer preferences, behaviour, and needs in depth, then design products or services in accordance with this understanding. (Vasumathi & Arun, 2021).

The marketing concept also emphasises the importance of customer value and customer satisfaction. Customer value refers to the benefits that customers get from a product or service compared to the costs incurred. The higher the value provided, the more likely the customer will choose the product or service (Wu et al., 2020). Customer satisfaction, on the other hand, refers to the extent to which a product or service meets or exceeds customer expectations. Companies that successfully satisfy their customers tend to have a stronger competitive advantage and experience sustainable growth (Stone et al., 2020). (Stone et al., 2020).

To implement the marketing concept effectively, companies need to adopt a market orientation which involves systematically gathering information about customers, competitors, and other environmental factors. This information is then used to develop an integrated marketing strategy, which includes the marketing mix consisting of product, price, place, and promotion. By aligning all elements of the marketing mix with customer needs and preferences, a company can create a unique and attractive value proposition for its target market. (Liu et al., 2023).

### **Marketing Resources**

Marketing resources are the assets, skills, and capabilities that a company has to design and execute effective marketing strategies. These resources include human, financial, technological and intellectual resources. Human resources include employees who are skilled and experienced in marketing, such as marketing managers, market researchers, and marketing communications specialists. Financial resources refer to the budget allocated to marketing activities, including market research, product development, advertising, and promotion. (Beliaeva et al., 2020).. Technological resources include hardware, software, and information systems used to support marketing functions, such as customer relationship management (CRM) systems and digital marketing platforms. Intellectual resources include the knowledge, insights and intellectual property owned by the company, such as trademarks, patents and customer databases. (Do et al., 2022).

A company's competitive advantage often depends on the extent to which it can develop and utilise its marketing resources effectively. Companies that have skilled and dedicated human resources, adequate marketing budgets, cutting-edge technology and strong intellectual assets tend to be better able to create and implement innovative and effective marketing strategies. They are also better able to adapt to market changes and respond quickly to opportunities and threats. (Hutt & Speh, 2021).

However, the mere existence of marketing resources is not enough to guarantee success. Companies must also develop marketing capabilities, which is the ability to integrate and coordinate these resources effectively to achieve marketing objectives. Marketing capabilities include the ability to conduct market research,

develop new products, build strong brands, manage distribution channels, and carry out effective promotional campaigns. (Farida & Setiawan, 2022). Companies that can develop and utilise their marketing resources and capabilities synergistically will be better able to create superior value for customers and achieve sustainable competitive advantage. (Olson et al., 2021).

To maximise the potential of marketing resources, companies need to adopt a strategic approach to managing and allocating these resources. This involves developing a comprehensive marketing plan that aligns resources with the company's goals and objectives. The plan should take into account the company's internal strengths and weaknesses, as well as external opportunities and threats in the marketplace. Firms should also regularly review and adjust their marketing plans to ensure that they remain relevant and effective in the face of changing market conditions. (Kang et al., 2021).

In addition, companies should invest in the development and training of their human resources to ensure that they have the necessary skills and knowledge to execute marketing strategies effectively. This can involve internal training, professional development programmes, and recruitment of new talent with relevant skill sets. Companies should also encourage a culture of innovation and continuous learning within their marketing organisations, so that they can continue to develop and improve their marketing capabilities over time. (Hollebeek et al., 2023).

As such, marketing resources are a vital asset to the success of any company. Companies that can develop, manage and utilise their marketing resources effectively will be better able to create superior value for customers, build sustainable competitive advantage, and achieve long-term growth and profitability. However, this requires a strategic approach, prudent investment, and a commitment to continuous learning and improvement. By recognising the importance of marketing resources and proactively managing them, companies can position themselves for success in today's increasingly competitive and dynamic market environment.

### **Optimisation of Resource Allocation**

Optimising resource allocation is key to maximising the effectiveness and efficiency of a company's marketing strategy. This involves making strategic decisions about how to allocate budgets, personnel and other assets across various marketing initiatives and channels. The aim is to ensure that each unit of resource is utilised in the most value-generating way, given the Company's objectives and constraints. (Crick, 2020).

To optimise resource allocation, companies should start by clearly defining their marketing goals and objectives. These should include key performance measures such as revenue growth, market share, profitability, and customer lifetime value. Next, companies should conduct a thorough analysis of their marketing

landscape, including target customers, competitors, industry trends, and available channels. This analysis should inform the development of a comprehensive marketing strategy that aligns marketing activities with business objectives (Dutta et al., 2009). (Dutta et al., 2020).

Based on this strategy, companies can then allocate their resources across various marketing initiatives. These may include investments in advertising, promotions, new product development, market research, and branding efforts. Allocation decisions should be made based on a solid understanding of the potential return on investment (ROI) of each initiative, as well as consideration of risks and uncertainties. Companies should also consider synergies and trade-offs between different marketing activities, and strive to optimise the overall marketing mix. (Hunt & Madhavaram, 2020).

To support ongoing optimisation, companies should implement systems to track and measure the performance of their marketing initiatives. This should include financial and non-financial metrics, as well as analytics to understand the impact of different activities on customer behaviour and sentiment. With this data and insights, companies can continuously refine their strategies and resource allocation over time, ensuring that they remain responsive to changing market conditions and new opportunities that arise. Through this continuous optimisation process, companies can maximise the impact of their marketing resources and drive long-term growth and profitability. (Farida & Setiawan, 2022).

Furthermore, it is important for companies to consider a long-term perspective in the optimisation of their marketing resource allocation. While certain initiatives may yield quick results, others may require ongoing investment to generate value over time. For example, branding efforts may help build brand equity and customer loyalty, but may not produce immediate measurable results. (Kumar & Rajan, 2020). Similarly, investments in new product development or market expansion can require significant time and resources before generating returns. Companies must balance the need for short-term results with long-term strategic goals in their resource allocation decisions (Chaffey & Smith, 2022)..

In addition, optimising resource allocation requires collaboration and coordination across various functions and departments within an organisation. Marketing teams must work closely with sales, product development, finance and other departments to ensure strategic alignment and effective execution. Clear communication, data sharing and joint decision-making are essential to maximise the impact of marketing resources collectively. (Kingsnorth, 2022).

In conclusion, resource allocation optimisation is an important aspect of strategic marketing management. It involves making data-driven decisions on how to allocate budgets, personnel, and assets across various marketing initiatives and channels to maximise value and impact. Through thorough analysis, performance

measurement, and continuous refinement, companies can ensure that their marketing resources are used effectively and efficiently to drive growth, profitability, and long-term competitive advantage. A strategic and collaborative approach to resource allocation optimisation is key to marketing success in today's dynamic and competitive business environment.

## Conclusion

Optimising marketing resource allocation through accounting analysis is a strategic approach to maximising the effectiveness and efficiency of marketing efforts. By utilising insights from financial data and performance metrics, companies can make data-driven decisions on how to allocate budget, personnel, and assets across various marketing initiatives and channels. This analysis allows organisations to identify areas with the highest return on investment, adjust strategies based on actual results, and continually refine their approach over time.

Successful optimisation of marketing resource allocation relies on cross-functional collaboration, clear communication and a focus on long-term strategic goals. By aligning marketing efforts with broader business priorities, companies can ensure that their resources are used in the most effective way to drive growth, profitability and competitive advantage. Through careful accounting analysis and continuous improvement, organisations can maximise the impact of their marketing investments and achieve sustainable success in today's increasingly dynamic and competitive marketplace.

## References

- Beliaeva, T., Shirokova, G., Wales, W., & ... (2020). Benefiting from economic crisis? Strategic orientation effects, trade-offs, and configurations with resource availability on SME performance. ... *and Management Journal*, Query date: 2024-10-02 09:08:55. <https://doi.org/10.1007/s11365-018-0499-2>
- Chaffey, D., & Smith, P. (2022). *Digital marketing excellence: Planning, optimising and integrating online marketing*. taylorfrancis.com. <https://doi.org/10.4324/9781003009498>
- Crick, J. M. (2020). The dark side of coopetition: When collaborating with competitors is harmful for company performance. *Journal of Business & Industrial Marketing*, Query date: 2024-10-02 09:08:55. <https://doi.org/10.1108/JBIM-01-2019-0057>
- Do, H., Budhwar, P., Shipton, H., Nguyen, H., & ... (2022). Building organizational resilience, innovation through resource-based management initiatives, organizational learning and environmental dynamism. *Journal of Business ...*, Query date: 2024-10-02 09:08:55. <https://www.sciencedirect.com/science/article/pii/S014829632100905X>
- Dutta, A., Das, D., Jana, R., & Vo, X. (2020). COVID-19 and oil market crash: Revisiting the safe haven property of gold and Bitcoin. *Resources Policy*, Query date: 2024-

- 10-02 09:08:55.  
<https://www.sciencedirect.com/science/article/pii/S0301420720308485>
- Farida, I., & Setiawan, D. (2022). Business strategies and competitive advantage: The role of performance and innovation. *Journal of Open Innovation: Technology, Markets, and ...*, Query date: 2024-10-02 09:08:55.  
<https://www.sciencedirect.com/science/article/pii/S2199853122007648>
- Gupta, S., Drave, V., Dwivedi, Y., Baabdullah, A., & ... (2020). Achieving superior organisational performance via big data predictive analytics: A dynamic capability view. *Industrial Marketing ...*, Query date: 2024-10-02 09:08:55.  
<https://www.sciencedirect.com/science/article/pii/S0019850118307508>
- Hollebeek, L., Hammedi, W., & ... (2023). Consumer engagement, stress, and conservation of resources theory: A review, conceptual development, and future research agenda. ... & *Marketing*, Query date: 2024-10-02 09:08:55.  
<https://doi.org/10.1002/mar.21807>
- Hunt, S., & Madhavaram, S. (2020). Adaptive marketing capabilities, dynamic capabilities, and renewal competences: The "outside vs. inside" and "static vs. dynamic" controversies in strategy. *Industrial Marketing Management*, Query date: 2024-10-02 09:08:55.  
<https://www.sciencedirect.com/science/article/pii/S0019850119306960>
- Hutt, M., & Speh, T. (2021). *Business marketing management: B2B*. dspace.vnbrims.org.  
<http://dspace.vnbrims.org:13000/jspui/bitstream/123456789/4877/1/Business%20Marketing%20Management%20B2B.pdf>
- Jelahut, F. E. (2022). *Various Theories and Types of Qualitative Research*. Query date: 2024-05-25 20:59:55. <https://doi.org/10.31219/osf.io/ymzqp>
- JUNAIDI, J. (2021). ANNOTATED QUALITATIVE RESEARCH METHODOLOGY JOHN W. CRESWELL. Query date: 2024-05-25 20:59:55.  
<https://doi.org/10.31237/osf.io/6kt5q>
- Kang, J., Diao, Z., & Zanini, M. (2021). Business-to-business marketing responses to COVID-19 crisis: A business process perspective. *Marketing Intelligence & Planning*, Query date: 2024-10-02 09:08:55. <https://doi.org/10.1108/MIP-05-2020-0217>
- Kehrein, P., Loosdrecht, M. V., Osseweijer, P., & ... (2020). A critical review of resource recovery from municipal wastewater treatment plants-market supply potentials, technologies and bottlenecks... ... : *Water Research & ...*, Query date: 2024-10-02 09:08:55.  
<https://pubs.rsc.org/en/content/articlehtml/2020/ew/c9ew00905a>
- Khanra, S., Kaur, P., Joseph, R., Malik, A., & ... (2022). A resource-based view of green innovation as a strategic firm resource: Present status and future directions. *Business Strategy and ...*, Query date: 2024-10-02 09:08:55.  
<https://doi.org/10.1002/bse.2961>
- Kingsnorth, S. (2022). *Digital marketing strategy: An integrated approach to online marketing*. books.google.com.  
<https://books.google.com/books?hl=en&lr=&id=acdsEAAQBAJ&oi=fnd&pg=>

- PP1&dq=marketing+resources&ots=ZucqaYCAqP&sig=LFOCAk9Bk2zFkqVbsGrN8UoZeXc
- Kumar, V., & Rajan, B. (2020). Customer lifetime value: What, how, and why. *Routledge Companion to Strategic Marketing*, Query date: 2024-10-02 09:08:55. <https://doi.org/10.4324/9781351038669-33>
- Liu, L., Long, J., Fan, Q., Wan, W., & Liu, R. (2023). Examining the functionality of digital platform capability in driving B2B firm performance: Evidence from emerging markets. *...Business & Industrial Marketing*, Query date: 2024-10-02 09:08:55. <https://doi.org/10.1108/JBIM-09-2021-0441>
- Martínez, A., Schmuck, C., Jr, S. P., & ... (2020). A machine learning framework for customer purchase prediction in the non-contractual setting. *European Journal of ...*, Query date: 2024-10-02 09:08:55. <https://www.sciencedirect.com/science/article/pii/S0377221718303370>
- Olson, E., Olson, K., Czaplewski, A., & Key, T. (2021). Business strategy and the management of digital marketing. *Business Horizons*, Query date: 2024-10-02 09:08:55. <https://www.sciencedirect.com/science/article/pii/S0007681320301567>
- Stone, M., Aravopoulou, E., Ekinci, Y., Evans, G., & ... (2020). Artificial intelligence (AI) in strategic marketing decision-making: A research agenda. *The Bottom ...*, Query date: 2024-10-02 09:08:55. <https://doi.org/10.1108/BL-03-2020-0022>
- Tirkolaei, E., Mardani, A., Dashtian, Z., Soltani, M., & ... (2020). A novel hybrid method using fuzzy decision making and multi-objective programming for sustainable-reliable supplier selection in two-echelon supply chain design. *Journal of Cleaner ...*, Query date: 2024-10-02 09:08:55. <https://www.sciencedirect.com/science/article/pii/S0959652619343872>
- Vasumathi, P., & Arun, C. (2021). Adoption of digital marketing in agribusiness: A conceptual study. *Academy of Marketing Studies Journal*, Query date: 2024-10-02 09:08:55. <https://search.proquest.com/openview/f232ca33f676900410d0819234caaf73/1?pq-origsite=gscholar&cbl=38744>
- Wu, C., Martínez, J. G., & ... (2020). An analysis of social media marketing strategy and performance in the context of fashion brands: The case of Taiwan. *... & Marketing*, Query date: 2024-10-02 09:08:55. <https://doi.org/10.1002/mar.21350>