



MEASURING MARKETING ROI & EFFECTIVENESS

9-10 October, 2012 - Marriott Hotel Karachi

WORKSHOP AGENDA

Session 1: Why marketing investment (ROMI) is Imperative today

- identifying marketing ROI in your organization
 - a framework to understand ROMI
 - linking the ROMI continuum and your organization
 - defining the ROMI culture
 - efficiency metrics vs effectiveness
 - Determining the ROI of ROI - how firms can cost effectively invest in the right level of measurement and analytics to improve marketing effectiveness
- ▶ **Practical exercise: determine your level on the ROMI continuum and ROMI culture**
- ▶ **Individual exercise: build a sample marketing tracking mechanism**

Session 2: Improve internal communications about ROMI by reviewing its concepts

- linking results to marketing activities
 - defining ROMI and related concepts
 - linking marketing activities to revenue, profit and other success metrics
 - rules for using ROMI
 - Lead management and improving marketing effectiveness.
- ▶ **Mini case study: How a mobile cell phone services company was able to implement a ROMI culture into their organization to drive these gains**

Session 3: Win the budget battle and reduce inefficient spend with ROMI- based-Marketing plan

- objectives-based marketing budgeting to meet corporate revenue objectives
 - building ROMI culture
- ▶ **Interactive exercise: aligning your budget to corporate objectives using ROMI campaign authorization form**

Session 4: Key Marketing effectiveness measurement methods

- Defining success metrics for your business: all major media types will be covered, including tv, newspapers, social media and others. key metrics include purchase intent, unit volume, or leads generated appropriate for all businesses
 - Utilizing experimental design to measure success: Split-cell, A/B testing
 - marketing media mechanics
 - measuring billboards and signage – measuring success in Pakistan
- ▶ **Interactive exercise: experimental design - develop an A/B test to measure marketing program effectiveness**
One-2-one marketing analytics: micro segmentation churns mitigation and macro-economic drivers. Banking services – fund services provider in Pakistan.
- ▶ **Case studies- financial services (insurance, natural gas utility) Using analytics to drive new customer growth and minimize loss**

Session 5: Utilize Marketing mix modeling (MMM) to drive significant improvements in marketing success

- Introduction to MMM to drive significant improvements in marketing success
 - Gaining in sights on how MMM works to increase revenue
 - How to use MMM for a greater increase in ROI
 - Measuring integrated marketing campaigns
 - The 4P3C1E framework
 - The 4ps (kottler): product, price, place and promotion across the category.
- The 3 C's: customer, competitor and channel. whereas the place p covers the distribution channel actions taken by the competitors in the channel, this channel "c" refers to actions taken by the channel itself (e.g., its own advertising, store growth, etc.)
 - 1E: Exogenous factors are critical in many industries in determining true marketing effectiveness.
 - Data collection tools to be discussed include Nielsen, TNS, Brand Trackers, Google analytics, Facebook insights and others.
- ▶ **Mini exercise: consumer products company using ROMI coefficients**
- ▶ **Interactive exercise: determine data sources to implement an MMM**

Session 6: Understand how consumers make choices to improve messaging and ROI

- Consumer purchase funnel and brand equity
 - Choice and conjoint analysis
- Determine key elements to building a marketing dashboard
- ▶ **Case study: online advertising offline sales**
- ▶ **Case study: software provider**
- ▶ **Case study: how an FMCG company drives brand value to deliver increased revenue**
- ▶ **Mini case studies: retail; wireless telecommunications**

Session 7: Metrics an ROI of social media in today's dynamic environment

- The media engagement framework
 - Comparison of traditional and social media
 - Developing a social media measurement framework
- Measuring SM tactics versus outcomes for different media platforms
 - Influencer profiling
 - Calculating the SMM through the influencer funnel
- ▶ **Case study (FMCG): benchmarking success in facebook**
- ▶ **Case study (Retail): social media brand ambassador program**
- ▶ **Group exercise: building an ambassador program - education**

Session 8: The successful seven- step Process to incorporate ROMI in your business

- Understanding your consumer
 - Getting your costs accounted for
 - Tracking and managing with a dashboard
 - Choosing your analytical method
- Scrutinize your results but then act
 - Developing an objective based marketing plan
 - Review and look for areas of improvement
 - ROMI, the C-suite and you
- ▶ **Case study: how an FMCG Company used the process to look for high value opportunities**

Session 9: Workshop closing

- Getting started
- ROMI and your career