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questions for planning marketing ROI for 2010

The planning season for 2010 has begun. How will you make sure you can improve your marketing effectiveness for next year?

Marketing can drive the following results to support corporate objectives:

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| <ul style="list-style-type: none"> a. Revenue <ul style="list-style-type: none"> i. Acquisition ii. Retention b. Profit c. Market share d. Brand value e. Share price | <p><i>For business to business marketers</i></p> <ul style="list-style-type: none"> a. Leads of a certain, measured quality b. Improved sales team effectiveness |
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- 1) What do you want to achieve in 2010 in leading the marketing department to be more effective at meeting/beating corporate objectives?
- 2) What is the marketing goal to improve the business of marketing for 2010?
 - a. We know you can't manage without measuring. What will it take for you to measure each of these areas?
 - b. Don't measure the easy things, measure the right things.
- 3) Do you have a marketing media-based budget or a marketing objectives-based budget
 - a. Change your outlook from budgeting by media (e.g., TV, Radio, Internet) to budgeting based on the objective
- 4) Do you have a line item in the budget, labeled **Marketing Metrics, Data Acquisition and Analytics**?
 - a. We recommend anywhere from 3% to 5% of the marketing budget. If this sounds like a lot, think again.
- 5) Do you put aside a certain amount to try new marketing and advertising channels (e.g., Social Media)?
 - a. We recommend 1% of the marketing budget.

Prove and improve your marketing effectiveness