

Marketing ROI Workshop Program - Business-to-Business Marketers -

Morning

SESSION 1: Why ROMI is the Marketing Imperative for the 2000s - get the language right for the rest of the company

Marketing ROI, your organization and your career
A framework to understanding Marketing ROI
The Marketing ROI Continuum and your organization
The Marketing ROI Culture
INTERACTIVE EXERCISE: The Marketing Mix

SESSION 2: Direct response measurement - measure the right things, not just the easy things

Lead generation and qualification
Experimental design for marketers
INTERACTIVE EXERCISE

Afternoon

SESSION 3: Marketing Mix Modeling (MMM) - Using the 4-P's (Product, Price, Place and Promotion) to your advantage

Introduction to MMM
How MMM works to increase revenue
Short term vs. long term ROI and ROMI
INTERACTIVE EXERCISE

SESSION 4: 6 steps to get started with Marketing ROI

1. Understand your consumer
2. Get your costs accounted for
3. Track results
4. Choose your analytical method
5. Scrutinize your results but then act
6. Look for areas of improvement

CLOSING

This is a suggested marketing ROI workshop program. Initial, pre-workshop consultation will refine this workshop to align with your needs and business environment.