

Marketing ROI Workshop Program - Consumer Marketers -

Morning

SESSION 1: Why ROMI is the Marketing Imperative for the 2000s - get the language right for you, your team and 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: 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
INTERACTIVE EXERCISE

Afternoon

SESSION 3: Choice analysis – It's all about getting to know your customers

Conjoint analysis
Discrete Choice Analysis (DCA)
INTERACTIVE EXERCISE

SESSION 4: 6 steps to get started with Marketing ROI

1. Understand you consumer
2. Get your costs accounted for
3. Track results with a dashboard
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.