



Marketing Effectiveness Overview

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Marketing Effectiveness

1. Introduction

Marketing does not enjoy a good reputation in some quarters! To quote Robert Shaw:

“The time has come to shake up the marketing function, which in the words of Sir George Bull "bears all the hallmarks of abstract art - it costs an arm and a leg, it bears only a passing resemblance to real life and you're never quite sure what you've got at the end of it all”

This course addresses this issue and provides marketing professionals with the tools they need to measure and justify marketing activities.

2. Who will benefit

All marketing professionals

3. Learning outcomes

To enable marketers to measure the short- and long-term effectiveness of their activities:

- understand the challenges of marketing effectiveness
- be able to identify the key marketing drivers of business performance
- be able to relate marketing metrics to strategy and marketing objectives
- know the key campaign evaluation measures
- have explored how to calculate marketing Return On Investment
- recognise the balance between campaign evaluation and the effective long-term management of marketing assets
- have considered internal marketing processes and their alignment with marketing objectives

4. Course Outline

Facing up to the challenges

- the challenges of measuring marketing performance
- marketing effectiveness within the context of traditional financial measures
 - marketing investments are treated as expenses
 - marketing assets are not valued

What should we measure

- how marketing drives business performance – understanding marketing inputs
- identifying what needs to be measured

Prove it!

- isolating marketing cause-and-effect
- marketing objectives – measurement depends upon what we are trying to achieve in the market – selecting appropriate measures

Commonly used marketing measures

- hearts and minds
- assets – brand, relationships, people and processes
- customers
- channels
- promotion performance
- internet measures

Campaign measurement

- short-term measurement – evaluating campaigns
- calculating marketing Return on Investment (ROI) for campaigns
- long-term marketing measures
- managing and valuing marketing assets
- the internal perspective – efficiency – measuring marketing processes

5. Paul Taylor – Lead Facilitator

Qualifications & Memberships

- MA in law, Oxford University
- MBA, City University, London
- Member of the Chartered Institute of Marketing
- Member of the Institute of Management Consultancy
- Accredited facilitator on Ericsson Leadership programme

Career

- 18 years' experience as a consultant and trainer
- Marketing Manager, FTSE 100 company

Experience

- accredited facilitator on the Ericsson global leadership programme, delivering in over 10 countries to 20 different nationalities over a five year period; development and delivery of two-day finance module for Ericsson managers and strategic marketing programme
- the design (including train-the-trainer workshops) and delivery of training programmes for ntl: Telewest / Virgin Media
- strategic management courses designed and delivered for Oxford University Press
- marketing communications and marketing effectiveness courses designed and delivered for Cisco
- four-day business management programme (customer focus, strategy, finance and business planning) designed and delivered for civil engineering firm May Gurney
- finance for non-finance managers and value-based marketing courses designed and delivered for Centrica
- consultancy and project management relating to the promotion of UK Online for Business and Best Practice initiatives for the dti
- lecturing on the Chartered Institute of Marketing postgraduate diploma