

If you don't measure it you can't improve it



## Workshop Overview

In this age of sophisticated technological advancements, connectivity, and agile and lean working practices, businesses are forever asked to demonstrate return on investment (ROI) and transparency on expenditure. This is particularly the case for marketing and sales departments. New measures of marketing effectiveness, innovative methods of analysis and increasing amounts of data are often barriers for providing the required information.



## Benefits

By attending this workshop, you will benefit from taking a holistic look at your marketing performance and tune into what you should be doing as opposed to what you could be doing. You will learn to adopt a more quantitative approach to the development, implementation and evaluation of your departments marketing spend and activity.

## Outcomes & Content

- ✓ What are metrics?
- ✓ Metrics v Analytics
- ✓ Designing the right marketing metrics
- ✓ Calculating ROI
- ✓ Analysing marketing performance and results.
- ✓ Analytical tools for insight
- ✓ Strategic marketing planning
- ✓ Marketing efficiency and effectiveness
- ✓ Dashboard/Scorecard methodology
- ✓ Online/Offline metrics and analytics
- ✓ Creating an analytics culture
- ✓ Visualisations to communicate data and insights
- ✓ Demonstrating ROI & Setting budgets



## Who should attend ?

This two-day workshop has been designed specifically for middle and senior management groups in a B2B or B2C marketing function responsible for metric and strategic goals within their function. The workshop will help managers 'tune into' a metrics orientated approach in assessing resource, expenditure and the efficiency and effectiveness of their marketing activities.

