

Marketing professionals need to start bringing concrete results to the management table. The implementation of strategic marketing objectives and the tracking of results will give you the information you need to create credible business cases for marketing campaigns during budget and organizational performance reviews.

Unlike departments such as operations, sales and product development, it often happens that when departmental heads meet at the management table, there is a lack of concrete, results-based activity reports from the Marketing Department. The ability to show the latest brochure, advertisement and campaign is often viewed as “money-out” rather than “investment-in”. They would prefer to hear how your direct mail campaign, combined with the advertisement increased call-in activity by 215%!

Why measure marketing performance?

- Measure progress against objectives
- Ensure proper allocation of resources
- Improve quality of analysis
- Better understanding of customer

Why is it important in the public and not-for-profit sectors?

- Increased scrutiny of management
- Increased emphasis on relevance and results
- Increased emphasis on demonstrating value-for-dollar

Marketing Performance Measurement Buzzwords

- Mission Statement
- Strategic Outcome (Long-term Objective)
- Outcome (Objective)
- Activity
- Inputs (Resources)
- Output (Programs or Services)
- Performance Measurement Strategy (process for tracking key indicators)

The Marketing Performance Measurement Process Simplified

- Who are you?
- Where are you?
- Where do you want to be?
- What do you need to do to get there?
- How will you know when you've arrived?

Performance Measurement:

Effective Performance Measurement tools should have the following attributes:

- Critical indicators of success (what's important to management?)
- Able to state what will be counted (quantifiable terms)
- Based on benchmark measurements (need to know where you're starting from)
- Reliable ways of measuring (valid, credible)
- Easy to measure (not resource intensive)
- Recognized as valid forms of measurement
- Affordable
- Easy to communicate results

Key Performance indicators

Executives and management at the boardroom table like to hear results that relate back to the organization's objectives. For example:

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| • Marketing and Customer Indicators | Cost per audience reached, Market share, # of new customers |
| • Internal Business Process Indicators | Service capacity per employee, Cost per customer served |
| • Financial Indicators | Program/service cost recovery, Revenue sources as % of income |
| • Competitive Indicators | % of market share, delivery performance |

In Summary, an effective Marketing Performance Measurement program:

- Demonstrates your understanding of what's important to the organization;
- Creates a healthier internal marketing culture and process;
- Leads to a more satisfied marketing team;
- Can earn you credibility and a seat at the management table!

If you would like to learn more about tools and the mechanisms to track and measure marketing performance, simply email us for a consultation at info@coltermangroup.com. Please indicate which delivery mechanisms you are most interested in.

- Trade Shows
- Web Site
- E-mail Campaigns
- Direct Mail
- Partnerships
- Print Advertising
- Media Reach