

Measuring for Success

Do you think a company would spend over £1,000,000 on a marketing campaign and then not measure the results? One of the companies we worked for did just this. Why? The marketing team were overwhelmed with other activities, didn't understand the importance of measuring their results, and had not established the processes for capturing the information needed before the campaign started.

This scenario is more common than you might think. Many marketers have to trade-off their time to develop and implement campaigns with the time it takes to measure campaign results, in an all too hectic schedule, so it's no wonder measuring takes second place. Sometimes the processes for handling the customer responses are outside of the marketing department making the capture of data even more difficult.

So our advice,

- Define what to measure.
- Decide how you are going to do it.
- Make sure the organisation is involved.

We'll help you think through this and develop tools to help you track and look at your results. We can also undertake the research to evaluate the more difficult to measure effects of your campaigns such brand value, awareness and preference or brand attributes.

L E T ' S C R E A T E



While what and how you measure your campaign depends upon the specific activity, the reasons are clear. Measuring your campaign enables you to make informed data driven decisions.

- Define what to measure.
- Assess the impact of a campaign
- Refine the campaign.
- Justify the marketing investment
- Plan future investment
- Develop more effective campaigns in the future
- Test and evaluate alternative marketing tools

Measuring for success shouldn't stop at the marketing campaign though. There is no point in generating 1000's of responses if the organisation can't deal with them, generating responses that have no value, or changing brand perception if it doesn't have real impact on the business. The real value is in tying the marketing campaign back to business results. After all, you're not in the business of developing marketing campaigns for marketing sake.

Precis Marketing. An agency that will understand your products, your markets, your customers, your purpose. From one-off graphic designs to international product launches, call Andy on 08456 444567 to discuss your requirements.

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