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TRAINING SERIES
MARKETING ROI TECHNIQUES:
Improving Campaign Measurements, Analytics, and Profitability

SAN FRANCISCO, CA JANUARY 27-28
ATLANTA, GA FEBRUARY 17-18
NEW YORK, NY MARCH 11-12

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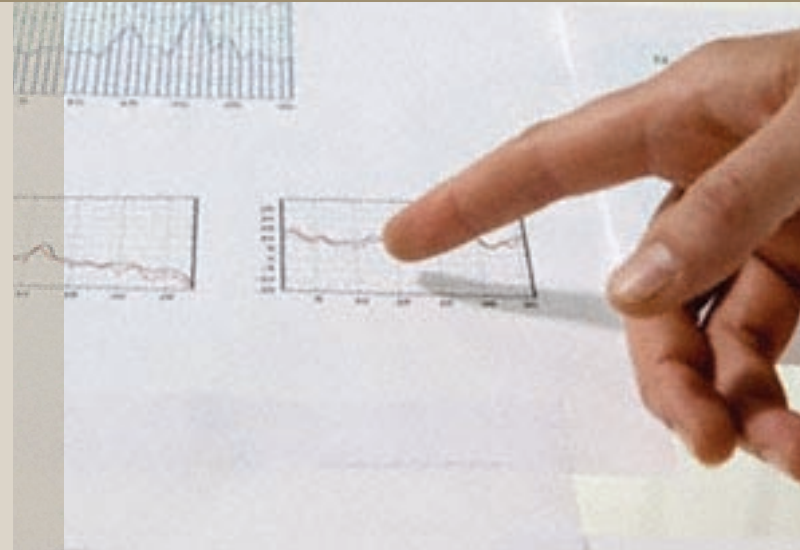


MARKETING ROI TECHNIQUES:
Improving Campaign Measurements, Analytics, and Profitability

AMERICAN MARKETING ASSOCIATION
TRAINING SERIES

SAN FRANCISCO JAN 27-28 | ATLANTA FEB 17-18 | NEW YORK MAR 11-12

Improving the return on investment (ROI) for your marketing initiatives requires a comprehensive approach to the measurement of marketing effectiveness and the analysis of financial outcomes. Through interactive presentations and exercises, participants will learn how to use measurements, analytics, and financial discipline to guide the development of more profitable strategies and tactical marketing campaigns.



MARKETING ROI TECHNIQUES:

Improving Campaign Measurements, Analytics, and Profitability

Recent improvements in marketing analytics and data accessibility make measurements more possible than ever before, yet no “silver bullet” approach exists to make this an easy task. With executives demanding increased accountability, corporate marketing managers must respond to win more of the untapped profit potential that lies just out of reach.

This marketing ROI workshop is delivered by Jim Lenskold, author of the award winning book, “Marketing ROI: The Path to Campaign Customer, and Corporate Profitability” and incorporates the Lenskold Group’s experience working with Fortune 500 and emerging mid-size companies in B2C and B2B environments. This two-day course will take you through the basics as well as more advanced marketing ROI techniques. It is best-suited to marketing managers, analysts, researchers, and executives in medium and large companies that have reasonable access to sales data and resources to dedicate to measurements. Through interactive presentation and exercises, participants will learn how to use measurements, analytics, and financial discipline to guide the development of more profitable strategies and tactical marketing campaigns.

LEARNING OBJECTIVES

- Bring the discipline of measurement and financial accountability into marketing’s strategic decision process.
- Understand the range of measurement methodologies available to capture the incremental impact of marketing.
- Develop accurate marketing ROI calculations that can be used consistently across all marketing initiatives while meeting the standards of the finance group.
- Improve strategic and tactical planning with marketing ROI techniques and tools.
- Understand how new approaches require a cultural transition for marketing
- Develop a road map for putting marketing ROI techniques into practice

ABOUT THE INSTRUCTOR

Jim Lenskold, international speaker, author, and leading authority on marketing ROI. As President of Lenskold Group, he consults with marketing executives from large and emerging corporations on marketing profitability management, marketing measurements, advanced marketing ROI techniques, and CMO management tools. Since 2004, Jim has delivered this popular 2-day workshop to over 1,000 marketing professionals in 8 countries.

DAY 1

<p>8:00 – 8:30 AM REGISTRATION AND CONTINENTAL BREAKFAST</p> <p>8:30 – 10:15 AM MARKETING ROI OVERVIEW</p> <ul style="list-style-type: none"> • <i>The Marketing ROI process</i> • <i>Framework + Measurements = More Profitable Strategies</i> • <i>How ROI Tools Guide Marketing Decisions</i> <p>10:15 – 10:30 AM BREAK</p> <p>10:30 – 12:00 PM BUILDING THE FINANCIAL MODEL</p> <ul style="list-style-type: none"> • <i>The ROI Formula: Accurately Defining Investments and Returns</i> • <i>ROI Calculations & Financial Parameters</i> <p>12:00 – 1:00 PM LUNCH</p>	<p>1:00 – 2:00 PM OPTIMIZING ROI TO MAXIMIZE PROFITS</p> <ul style="list-style-type: none"> • <i>ROI Threshold</i> • <i>Recognizing and Avoiding Common Errors</i> • <i>Intro to Multi-Level ROI Analysis</i> <p>2:00 – 2:30 PM BREAK</p> <p>2:30 – 5:00 PM MARKETING EFFECTIVENESS MEASUREMENTS</p> <ul style="list-style-type: none"> • <i>Measurement Techniques</i> • <i>Measurement Options: How to Benefit from Market Testing and Modeling</i> • <i>Establishing a Measurement Hierarchy</i> • <i>Measurement Case Examples</i> • <i>Advanced Modeling & Analytics</i>
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DAY 2

<p>8:00 – 8:30 AM CONTINENTAL BREAKFAST</p> <p>8:30 – 10:00 AM INTEGRATED STRATEGIES USING THE CUSTOMER FUNNEL</p> <ul style="list-style-type: none"> • <i>Integrating ROI Techniques Into Funnel Management</i> • <i>Mapping Sales Cycles and Buying Cycles</i> • <i>Using Funnel Metrics to Maximize Profitability</i> <p>10:00 – 10:15 AM BREAK</p> <p>10:15 – 11:00 AM CAMPAIGN STRATEGIES AND TACTICAL PLANNING</p> <ul style="list-style-type: none"> • <i>Predictive Modeling</i> • <i>Customizing Your Planning Tools</i> • <i>Power of Multi-Level ROI Analysis</i> • <i>Offer Comparisons</i> • <i>Targeting as a Key Profit Driver</i> • <i>Assessing Your Channel Mix</i> <p>11:00 – 12:00 PM CUSTOMER ANALYTICS</p> <ul style="list-style-type: none"> • <i>Managing and maximizing customer value</i> 	<p>• <i>Using Decile Analyses, Clustering & Segmentation</i></p> <p>• <i>Case study on customer base analysis</i></p> <p>• <i>Case study on customer behavior analysis</i></p> <p>12:00 – 1:00 PM LUNCH</p> <p>1:00 – 2:00 PM LOOKING AT BRAND ANALYTICS</p> <ul style="list-style-type: none"> • <i>Brand Dynamics & ROI</i> • <i>Balancing Short & Long Term ROI</i> • <i>Mapping Brand Attributes</i> <p>2:00 – 2:30 PM MARKETING METRICS & DASHBOARDS</p> <ul style="list-style-type: none"> • <i>Aligning key metrics to business objectives</i> • <i>Role of dashboards in performance management</i> • <i>Dashboard visualization</i> <p>2:30 – 3:00 PM BREAK</p> <p>3:00 – 4:00 PM IMPLEMENTATION LOGISTICS</p> <ul style="list-style-type: none"> • <i>People, Processes & Technology</i> • <i>Managing & Maximizing Success</i> • <i>Prioritizing Your Action Plan</i>
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LOCATIONS

JANUARY 27-28
SAN FRANCISCO
Sir Francis Drake Hotel
 450 POWELL STREET
 San Francisco, CA 94102
 Phone: 415.392.7755
www.sirfrancisdrake.com

FEBRUARY 17-18
ATLANTA, GA
Georgia Tech Global Learning Center
 84 Fifth St. NW
 Atlanta, Georgia 30308
 Phone: 404.385.3532
www.gatecenter.com

MARCH 11-12
NEW YORK, NY
The Coleman Center
 810 Seventh Avenue, 23rd Floor
 New York, NY 10019-5818
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www.colemancenter.com

PRICING

MEMBER	\$1475
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EARLY REGISTRATION DEADLINES**

SAN FRANCISCO	DECEMBER 29
ATLANTA	JANUARY 19
NEW YORK	FEBRUARY 11

***Please add an additional \$100 to price after early registration deadline(s).*

TO REGISTER VISIT

www.MarketingPower.com/tsmarketingroi or call 800.AMA.1150.