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

NEW YORK, NY FEBRUARY 5-6
CHICAGO, IL FEBRUARY 25-26
SCOTTSDALE, AZ MARCH 10-11

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MARKETING ROI TECHNIQUES:
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AMERICAN MARKETING ASSOCIATION
TRAINING SERIES

NEW YORK FEB 5-6 | CHICAGO FEB 25-26 | SCOTTSDALE MAR 10-11

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 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 to 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 and a leading authority on marketing ROI, is President of Lenskold Group and author of the award-winning book, *Marketing ROI: The Path to Campaign, Customer and Corporate Profitability* (McGraw Hill, 2003). Lenskold Group consults with large and emerging corporations on marketing profitability management, marketing measurements, advanced marketing ROI techniques, and CMO management tools.

DAY 1

<p>8:30 – 10:15 AM MARKETING ROI OVERVIEW</p> <ul style="list-style-type: none"> • The Marketing ROI process • Framework + Measurements = More Profitable Strategies <ul style="list-style-type: none"> • Setting Realistic Expectations • How ROI Tools Guide Marketing Decisions <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"> • The ROI Formula: Accurately Defining Investments and Returns • ROI Calculations & Financial Parameters <p>12:00 – 1:00 PM LUNCH</p>	<p>1:00 – 2:00 PM FINANCIAL PARAMETERS</p> <ul style="list-style-type: none"> • ROI Threshold • Recognizing and Avoiding Common Errors • Intro to Multi-Level ROI Analysis <p>2:00 – 2:30 PM BREAK</p> <p>2:30 – 5:00 PM ADDRESSING MEASUREMENT CHALLENGES</p> <ul style="list-style-type: none"> • Measurement Techniques • Measurement Options: How to Benefit from Market Testing and Modeling • Establishing a Measurement Hierarchy • Measurement Case Examples • Advanced Modeling & Analytics
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DAY 2

<p>8:30 – 10:15 AM MAPPING MARKETING CAMPAIGNS TO THE BUYING FUNNEL</p> <ul style="list-style-type: none"> • Integrating ROI Techniques into Funnel Management • Mapping Sales Cycles and Buying Cycles • Using Funnel Metrics to Maximize Profitability <p>10:15 – 10:30 AM BREAK</p> <p>10:30 – 11:30 PM CAMPAIGN STRATEGY & TACTICAL PLANNING</p> <ul style="list-style-type: none"> • Customizing Your Planning Tools • Power of Multi-Level ROI Analysis • Offer Comparisons • Targeting as a Key Profit Driver • Assessing Your Channel Mix 	<p>11:30 – 1:30 PM CUSTOMER & SALES ANALYTICS</p> <ul style="list-style-type: none"> • Profit Patterns for Acquisition, Retention, Cross-Sell and Winback Marketing • Identifying Key Profit Drivers • Segment-level, Decile & Cluster Analysis • Predictive Modeling • Customer ROI <p>12:00 – 1:00 PM LUNCH</p> <p>1:30 – 2:30 PM LOOKING AT BRAND INVESTMENTS</p> <ul style="list-style-type: none"> • Brand Dynamics & ROI • Balancing Short & Long Term ROI • Mapping Brand Attributes <p>2:30 – 3:00 PM BREAK</p> <p>3:00 – 4:00 PM IMPLEMENTATION LOGISTICS</p> <ul style="list-style-type: none"> • Examples for Getting Started • People, Processes & Technology • Managing & Maximizing Success • Prioritizing Your Action Plan
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LOCATIONS

<p>FEBRUARY 5-6 NEW YORK, NY <i>The Coleman Center</i> 810 Seventh Avenue, 23rd Floor New York, NY 10019-5818 Phone: 212.541.4600 www.colemancenter.com</p>	<p>FEBRUARY 25-26 CHICAGO, IL <i>Gleacher Center</i> 450 N Cityfront Plaza Drive Chicago, IL 60611 Phone: 312.464.8787 www.gleachercenter.com</p>	<p>MARCH 10-11 SCOTTSDALE, AZ <i>FireSky Resort & Spa</i> 4925 North Scottsdale Road Scottsdale, AZ 85251 Phone: 480.945.7666 www.fireskyresort.com</p>
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NEW YORK	JANUARY 5
CHICAGO	JANUARY 25
SCOTTSDALE	FEBRUARY 10

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

TO REGISTER VISIT

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