

MEASURING AND MAXIMIZING MARKETING ROI

Does your marketing ROI measure up?

Seminar #5105

Overview

With today's tougher competition, market volatility and greater individual and team accountability, you must prove that your marketing efforts are getting the desired results. Now, discover various marketing ROI measurement tools—from financial techniques that measure traditional activities to research methods that measure attitudes, perceptions and other intangibles—and how to implement them. You'll learn how to use marketing ROI results to generate more competitive product and service strategies.

Schedule

- [2] days

- [2] days - \$2,195 Non Members
- [2] days - \$1,995 AMA Members
- [2] days - \$1,708 GSA

Credits

1.2 CEU /12 SMPS

Schedule

We have 4 scheduled sessions located nationwide starting between 8/6/2012 - 2/4/2013

Date	Location	Duration
Aug 6, 2012 - Aug 7, 2012	Chicago, IL	2 Days
Oct 29, 2012 - Oct 30, 2012	San Francisco, CA	2 Days
Dec 3, 2012 - Dec 4, 2012	New York, NY	2 Days
Feb 4, 2013 - Feb 5, 2013	Atlanta, GA	2 Days

Registering more than 4 people, please call 1-877-566-9441.

How You Will Benefit

- Know exactly how effective your marketing spending is
- Measure each marketing activity to maximize sales and minimize costs
- Justify the value of your marketing efforts to your boss and your CEO
- Make better brand decisions using correct marketing ROI information
- Enhance and promote your company's image

What You Will Cover

- Marketing ROI: challenges, opportunities and roadblocks
- How leading companies track and assess marketing ROI
- Three key categories of marketing ROI: accounting, addition, attitudes
- Advanced strategic and tactical ROI measurements
- Market research: new ways to generate fast, effective feedback
- Key components to successful marketing ROI measurement
- Integrating measurement into the marketing plan and budgeting process
- Determining potential marketing ROI assessments

Who Should Attend

Marketers at all levels, including marketing vice presidents, directors and managers—as well as managers and executives in other departments (finance, operations, customer service, R&D) who work with or support marketing. An understanding of the fundamentals of marketing is highly recommended.

Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)