



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Measuring Marketing Effectiveness & ROI

Code	City	hotel	Start	End	price	Hours
459	Hamburg (Germany)	Hotel Meeting Room	2024-07-22	2024-07-26	5450 €	25

Why Choose this Course?

This highly-interactive course will put great emphasis on the importance for an organization to understand how every marketing dollar is being spent and what benefits their marketing campaigns are providing. Delegates will learn that by tracking their marketing Return on Investment (ROI), their companies/organisations would be able to evaluate the effectiveness of their marketing plan and make specific changes to improve their marketing initiatives.

Through interactive group discussion, delegates will discover how to use proven marketing analytics to streamline their marketing efforts and increase profitability. Upon completion of the course, delegates will be able to identify a range of techniques they can use to determine the profitability and effectiveness of their marketing plan.

This course will feature:

- How to assess the effectiveness of an organisation's marketing ROI measurement program and make recommendations for improvement
- How to combine social media marketing networks with traditional marketing activities to improve ROI
- How to develop accurate marketing ROI calculations that can be used consistently across all marketing initiatives
- How to integrate measurement component into the marketing plan and budgeting process
- How to design an Action Plan for putting marketing ROI best practices into practice



What are the Goals?

By the end of the course, participants will be able to:

- Describe relevant ways of measuring marketing ROI
- List the necessary elements of a Marketing Plan
- Assess and measure each marketing activity to maximize sales and minimize costs
- Explain how Market Segmentation and Customer Lifetime Value can be used to increase marketing ROI
- Discuss the types of social media marketing options and list the advantages, disadvantages and limitations of each one

Who is this Course for?

The course is suitable to a wide range of professionals who desire to learn best practices for measuring the Return On Investment (ROI) generated from their marketing efforts but will greatly benefit:

- Sales and Marketing professionals
- Public Relations professionals
- Account Managers
- Department Managers
- Human Resource professionals

How will this be Presented?

This course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes delegate's participation through a combination of group discussion, practical exercises, videos, role-play sessions, case studies, breakout sessions, and team



building activities.

Delegates will utilize best practices and benchmarking to model world-class customer service excellence. The comprehensive course manual has been designed to be practical, easy to use, and facilitate learning.

The Course Content

Day One

Principles and Best Practices of Measuring Marketing ROI

- Benefits of measuring marketing ROI
- Assessing your organisation's marketing ROI culture
- Case study: How Leading Companies Assess Marketing ROI
- Necessary elements in developing a Marketing Plan
- Key components to measure marketing ROI
- Implementation considerations / Control to achieve effectiveness

Day Two

Strategies for Measuring Marketing Performance

- Marketing Plan budget considerations
- How to incorporate ROI measurement into the budgeting process
- Measuring customer satisfaction
- Market Segmentation: Identifying high value customers
- Market Segmentation Strategies
- Brand Management and the Marketing Mix

Day Three



The Value of Social Media and Internet Marketing

- Social media marketing tools
- Case study: Social Media Marketing ROI
- Search Engine Optimization strategies
- Leveraging social media marketing networks to increase ROI
- Monitoring your company's social media reputation
- Preparing a Social Media Damage Control Plan

Day Four

Marketing Performance Measurement to Maximize Growth

- Roadblocks to effectively measuring marketing ROI
- Marketing ROI challenges and opportunities
- SWOT Analysis
- Determining Customer Lifetime Value (CLV)
- Best practices and tools for measuring marketing effectiveness and ROI
- Performance Measurement for continuous improvement

Day Five

Leading the Way to Greater Marketing Success

- What is your Action Plan?
- Your attitude makes a difference
- Teambuilding exercise
- Setting SMART Objectives
- Time management tips to increase daily productivity
- End of course review and assessment



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.