

# Conquering The Return On Investment In Marketing

“You Can’t Manage – What You Don’t Measure  
~ Peter. F. Dracker”

2nd - 3rd November 2017  
Kuala Lumpur, Malaysia

## PREREQUISITES

Delegates are required to bring their laptop for this workshop

## Major Benefits of Attending

By end of this course, delegates will be able to:

- **DEVELOP** a measurement-based approach to allocating resources across your marketing portfolio
- **DETERMINE** the essential marketing metrics of your organization to create a marketing dashboard for ROI
- **UNDERSTAND** how marketing ROI is calculated
- **INTERNALIZE** how marketing campaign metrics are tied to goals, KPIs and objectives
- **ESTABLISH** scheduled checkpoints for continuous improvement
- **INCLUDE** ROI in their own marketing campaign brief
- **MEASURE** the effectiveness and return on investment of digital/social media marketing initiatives
- **INVESTIGATE** the impact of big data on marketing ROI

## Why you Should Attend?

Managing ROI will help us maintain a strategic distance from purchases that might be affected by unjustifiable optimism. As business visionaries, we have a tendency to be exceptionally constructive, confident individuals. Proper management of ROI can help us settle on choices that are more grounded for our organizations, so we are not buying each “bright and sparkling” question that tags along and guarantees to improve our lives and organizations. Utilizing ROI can plainly make your business more gainful in a shorter measure of time. Have a go at adding ROI to your business tool compartment, and watch your organization grow.

## Who Should Attend?

This course is to bridge the gap between marketers and financial officers, equipping all of them with the skills to better evaluate marketing programs and communicate in a common language. Therefore, the course useful for:

- ✓ Marketers
- ✓ Financial Managers
- ✓ Senior Executives
- ✓ Research Analysts
- ✓ Database marketing professionals
- ✓ Marketing directors
- ✓ Product or brand managers
- ✓ Data processing managers
- ✓ Database managers

Organized by: \_\_\_\_\_



WE SOLVE YOUR PUZZLE