

the marketing ROI report

return on marketing investment (ROMI) news, views & reviews



April/May 2005

ROMI: You CAN get there from here

Improving marketing effectiveness is a multifaceted long-term commitment. Marketers need to have improved ROMI (return on marketing investment) programmed into their DNA. As a marketer, your challenge is to change the values of your organization – to create an organizational culture that delivers better return from marketing for your company.

You can't eat an elephant in one bite, nor can you achieve instant ROMI. What is needed is a plan that takes manageable steps for your organization, your market and your company. A key first step is to determine where you are starting from – where your organization is along the continuum of improving marketing ROI.

In this issue, we take a look at the ROMI Continuum™ and ways to help your organization climb it. We hope you find this newsletter an interesting contribution to the discussion.

Let us know what you think on this topic and about the newsletter as a whole... which articles you find most worthwhile, and what other topics you would like us to cover. Reach us at newsletter@demandg.com.

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FEATURE

Climbing the Continuum

Are you an Activity Tracker or a Consumer Analyzer?

Improving marketing effectiveness can seem like a daunting task. Reliable data, that helps drive better marketing decisions, is perceived to be expensive and

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reading light

FREE DOWNLOAD

Does your company have the ROMI Culture?



Marketing executives who instill in their teams a ROMI Culture™ can nurture and grow their brands, maintaining focus on their customers without sacrificing effectiveness. Read the DemandG Report on ROMI Culture and how embracing ROMI principles can benefit you and your organization.



difficult to come by. Marketers often resist being measured by results other than basic lead generation or great creative.

Yet CEOs are demanding improved, measurable and verifiable results from their marketing departments, and more importantly, their marketing investments. They not only want to build a brand that

resonates with customers over the long haul but also expect marketing to drive immediate consumption of the product. Marketing should be as accountable for making the numbers this month and this quarter as sales is.

The ROMI Continuum™ is designed to help marketing executives benchmark their organization's current level of ROI capability and to understand and develop their next steps to improved return on marketing investment (ROMI).

The ROMI Continuum helps marketers gauge their current marketing effectiveness and helps them develop strategies that drive improved return on marketing investment. It can help them to evaluate and determine actions that are necessary today, so that they continue to enhance marketing ROI. The goal is to benchmark progress and develop plans to continue to move to the next level along the continuum.

The ROMI Continuum classifies an organization's current level of Return on Marketing Investment into five broad classes.

[Click here](#) to read on.

Where is your organization on the ROMI Continuum?

What plans, if any, do you have to move along the Continuum? [Take our 5-minute survey](#) and see how you compare to your peers!

Other thoughts? Drop us a line at newsletter@demandg.com.

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ROMI IN PRACTICE

Counting clicks... leads... or sales?

ROMI analysis helps medical manufacturer optimize spend

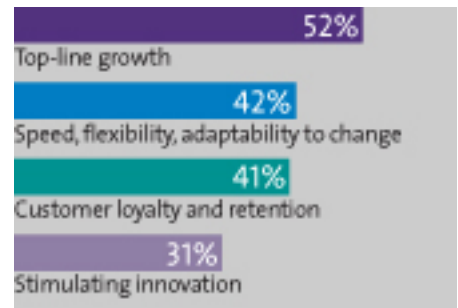
Read how a national provider of innovative medical technology was able to determine whether its

romi roundup

Datapoints from the world of Marketing ROI

You would think that the issues that keep the CEO awake at night would be at the top of Marketing's agenda. But a recent survey by the Association of National Advertisers and consultants Booz Allen shows that fewer than half the CMOs polled were in sync with the goals of their CEO.

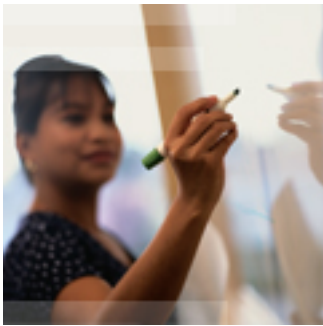
CEO Goals



CMO Goals



The same survey noted that the average CMO tenure is only half as long as that for CEOs. Could there be a connection, we wonder?



investments in web advertising were really paying off.

The company had invested in numerous promotional activities to drive growth, including traditional marketing programs, such as direct mail, trade shows and trade magazine advertising, along with search engine optimization and an online pay-per-click campaign.

Once web lead sources were accurately applied against the correct lead generation campaign, and the sales conversion costs and residuals being added, priorities could be set more in line with the true costs of lead generation, conversion and residual value. By realigning spending on the top five marketing activities the company was able to sustain a growth rate double the industry average.

Download the full story as a PDF: [click here.](#)

Got some great results you'd like to share? We'd love to hear about them. Send us email at newsletter@demandg.com.

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TOOLS AND TECHNIQUES

Real-Time Market Intelligence

To see ourselves as others see us



To generate greater ROI, businesses today need a fast, comprehensive and reliable way to gather and analyze the vast amount of external information that exists in the market about an organization, its brands, its competitors and its products.

One interesting solution is from Biz360. They address this need by providing a 360-degree view of how your business is perceived in the marketplace. Since this market intelligence is delivered in real time, you can quickly respond to market influences that have a significant impact on your bottom line. Biz360 utilizes unique manual analysis methods or content-only services including:

- Aggregating information from a comprehensive global network of content providers—including print, broadcast and Web sources.

calendar

May 12th
Chicago, IL

Measuring and Improving Marketing Effectiveness, a One-Day Marketing ROI and Metrics Workshop

[Information and online registration](#)

June 14th at 1:00pm Eastern
Webcast

Marketing Effectiveness Uncaged

Guy Powell, principal with DemandG speaks on learning how to benchmark and improve your ROMI efforts (and advance your career) all while staying focused on your most important asset – your customer!

[Information and online registration](#)

June 21st
New York/New Jersey

Measuring and Improving Marketing Effectiveness, a One-Day Marketing ROI and Metrics Workshop

[Information and online registration](#)

July 21st
San Francisco, CA

Measuring and Improving Marketing Effectiveness, a One-Day Marketing ROI and Metrics Workshop

[Information and online registration](#)

- Filtering the content from every angle to produce a full array of analytics.
- Providing what Biz360 calls Point-of-View Sentiment™ and Tone analysis.

Getting real-time market intelligence is becoming critical to market measurement and effectiveness. Biz360 is one such solution. Find out more at <http://www.biz360.com/solutions.html>.

This Marketing ROI report is published by [DemandG](#). All inquiries should be directed to newsletter@demandg.com.

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