



Measuring Marketing Effectiveness & ROI

Getting the Most Value from Your Marketing Plan

► Training Details

Training Course Overview

The marketing landscape is changing and unlike decades ago, today's marketing activities produce a plethora of metrics that can be measured and analyzed to produce significant strategic insight. This Anderson training course aims to equip delegates with practical skills and best practices they need to develop an effective marketing measurement framework for optimum business results. In addition, delegates will discover how to use proven marketing analytics to streamline their marketing efforts. Upon completion of the training course, delegates will be able to identify a range of techniques they can use to determine the profitability and overall effectiveness of their marketing initiatives.

Training Course Objectives

By attending this Anderson training course, you should achieve these goals:

- Describe relevant ways of effectively measuring your marketing ROI
- List the necessary elements of a Marketing Plan
- Measure each marketing activity to maximize sales and reduce costs
- Explain how Customer Lifetime Value can be used to increase marketing ROI
- Discuss the types of social media marketing options

Designed For

This Anderson training course is suitable for middle and senior managers who have the responsibility for divisional or organisational success, as well as consultants and professionals who support them. For example:

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

► Training Course Outline

Among a wide range of valuable topics, the following will be prioritised:

- How to assess the effectiveness of an organisation's marketing programme
- How to develop accurate marketing ROI calculations
- Assess and measure marketing efforts to maximize sales and minimize costs
- How Market Segmentation can be used to increase marketing ROI
- Identify social media marketing options to improve brand awareness
- Combine social media marketing with traditional marketing activities
- How to identify and overcome roadblocks to measuring marketing ROI
- Search Engine Optimisation strategies to produce better marketing results
- How to incorporate ROI measurement into the budgeting process
- Develop an Action Plan for integrating marketing ROI best practices

▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course.

▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: info@anderson.ae

Request for a Tailor-made training and educational experience for your organization now:

Email: inhouse@anderson.ae

Anderson
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

Web: www.anderson.ae

Email: info@anderson.ae

Phone: +971 4 365 8363

Fax: +971 4 360 4759

©2024. Material published by Anderson shown here is copyrighted.

All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.