

Marketing Planning for ROMI

RETURN ON MARKETING INVESTMENT (ROMI) FRAMEWORK

Who should attend?

Marketing and sales staff who are held accountable for the financial results of their plans and who need to understand the financial impact of their decisions. A must for marketing and sales teams or entrepreneurs.

Duration: 2-day

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Marketing and Business Strategy. Ian is a fulltime Marketing Consultant & Facilitator, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands. Ian also regularly facilitates programmes at the Gordon Institute of Business Science (GIBS).



Introduction

Marketers need to understand the financial impact of their marketing plans. Whether you're in a down or upswing economy, return-on-marketing-investment (ROMI) is your ticket to be taken seriously in the boardroom. Take a new look at your integrated marketing communication (IMC) techniques and calculate through research, just how effective your campaign is - before, during and after. Both Business-to-Business (B2B) and FMCG approaches will be covered - so you will walk away with a broad understanding of the two classical promotional frameworks and their ROMI.

Objectives & Outcomes

- Understanding of Marketing Strategy and Blue Ocean Strategy
- Marketing communication mix (B2B vs. B2C)
- Gross Margin vs. Mark Up, Breakeven Analysis Metrics
- Product & Portfolio Management
- Customer Profitability Metrics
- Channel Management Metrics
- Creative methods of "breaking through the marketing clutter"
- Marketing metrics, brand equity & customer life time value (CLTV) concept.
- Measurement of sales, market share, advertising effectiveness, brand awareness and relate it back to the bottom line.
- What accountants track vs. Marketers
- Intro to Marketing research
- 18 x FMCG/B2B promotional techniques
- Customer satisfaction measurement and questionnaire design
- Measuring the effectiveness advertisements and tie it back to brand equity
- 6-steps to evaluation/marketing control
- Consumer promotion countdown grid
- Selling into the trade and channel/distribution metrics & EVA
- Evaluation: Learn & improve for next campaign.
- 20 x evaluation calculations on ROMI
- Media Management Tips

*"You can either **take action** or you can hang back and hope for a miracle. Miracles are great, but they are so unpredictable." Peter F. Drucker (1909-2005) Austrian-American economist*

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