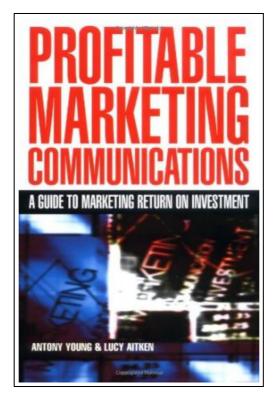
Profitable Marketing Communications: A Guide to Marketing Return on Investment



Filesize: 4.18 MB

Reviews

Great electronic book and valuable one. It really is simplistic but surprises within the fifty percent from the book. Its been printed in an extremely simple way in fact it is merely right after i finished reading this publication by which in fact modified me, change the way i really believe.

(Dr. Bethany Lindgren)

PROFITABLE MARKETING COMMUNICATIONS: A GUIDE TO MARKETING RETURN ON INVESTMENT



Kogan Page, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: 1. A need for a new marketing model How it used to be. The declining effectiveness of mass advertising The changing consumer Increased pressure on corporate profitability Growing pains The impact of interactivity The implications What this book sets out to do 2. A change in philosophy What is Marketing ROI? Studying the market Why Marketing ROI is difficult to achieve How should marketers respond ? 3. Our Marketing ROI stars Toyota Motor Corporation: driving in top gear P&G: a soap opera with a happy ending O2: How a 17.7 billion brand was born British Airways: dealing with turbulence Impossible is nothing. 4. Invest, don't spend The ICE checklist Decide whether you need to invest in marketing Marketing an alternative to acquisition The ladder of insight Our eight investor tips to profitable marketing communications Use these tools. 5. Concentrate on outcomes, not outputs Output obsessions Outputs that drive the wrong marketing What's the difference between an outcome and an output? Creating a Marketing ROI culture Setting the right metrics Useful metrics Turning metrics into objectives Targeting the right outcome How to focus on outcome-led marketing Reassuringly effective 6. Forget consumers, target customers The three deadly sins. Profit (Marketing ROI) comes from loyal customers Profit (Marketing ROI) = loyal customers Customer satisfaction = customer retention Customer equity Segmenting by customer profitability Customer retention helps acquisition Consumer packaged goods The power of empathy Bespoke media Use the technology to guide smart investments 7. Manage your communication investment portfolio Your marketing communication portfolio Embracing risk A different approach The integration challenge Growth of alternative channels to advertising Payback time Making the right investment decisions Touchpoints ROI Tracker A central organizing communication idea Determining the channel mix...



Read Profitable Marketing Communications: A Guide to Marketing Return on Investment Online Download PDF Profitable Marketing Communications: A Guide to Marketing Return on Investment

See Also



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age
Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy,
Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video...

Download Document >



Your Planet Needs You!: A Kid's Guide to Going Green

Macmillan Children's Books, 2009. Paperback. Book Condition: New. Rapidly dispatched worldwide from our clean, automated UK warehouse within 1-2 working days.

Download Document »



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success
Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How...

Download Document >



A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic....

Download Document »



It's Just a Date: How to Get'em, How to Read'em, and How to Rock'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating...

Download Document »