Meet ROI

SMPS VA November 17, 2009



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Meet ROI

introductions, terms, exercises, meet ROI, trends, the anti-ROI, questions?

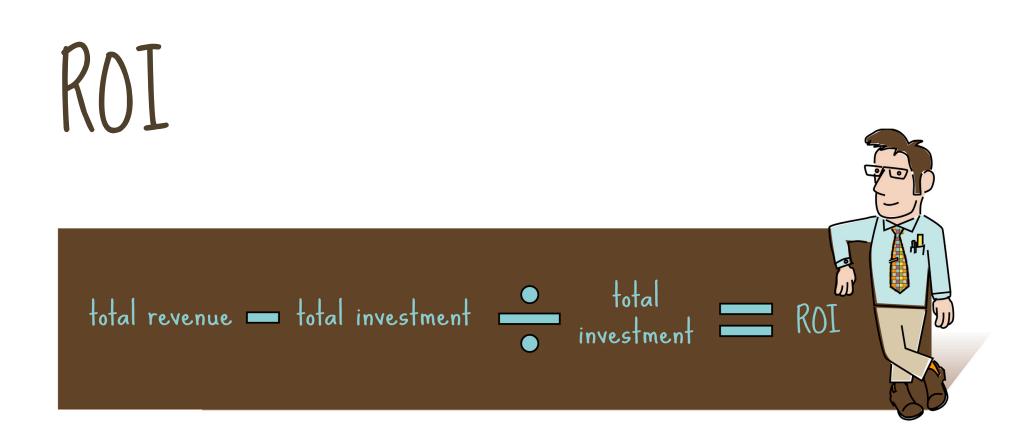
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Terms

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Opportunity Cost

what are you giving up?

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Metrics

a combining form with the meaning "the science of measuring" that specified by the initial element (bio)







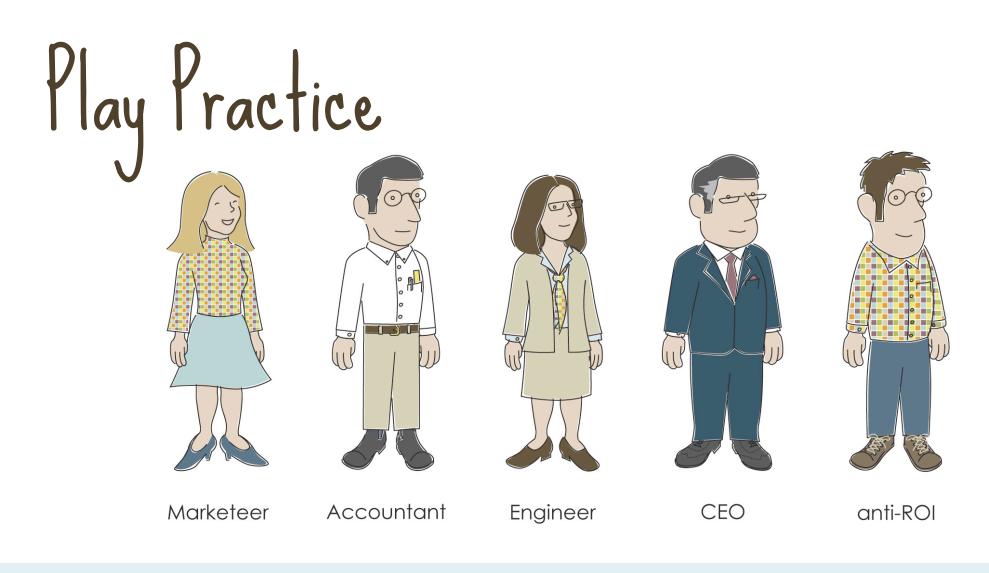
Planning/Tracking

marketing, strategic, specific line items, hours

advertising	
brochures	
networking	
convention/trade shows	
photography	
seminars/dues	Se la compañía de la comp
special events	PC
web site	
meals	
giveaways	ł
awards/exhibits	

postage/delivery





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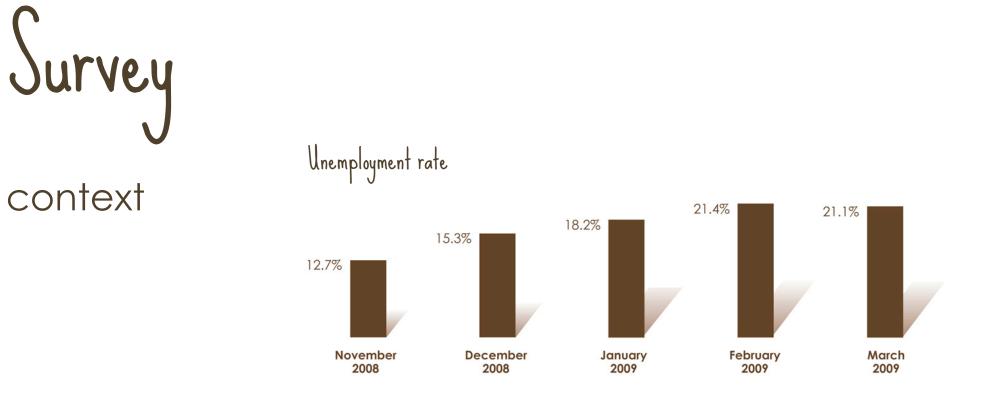


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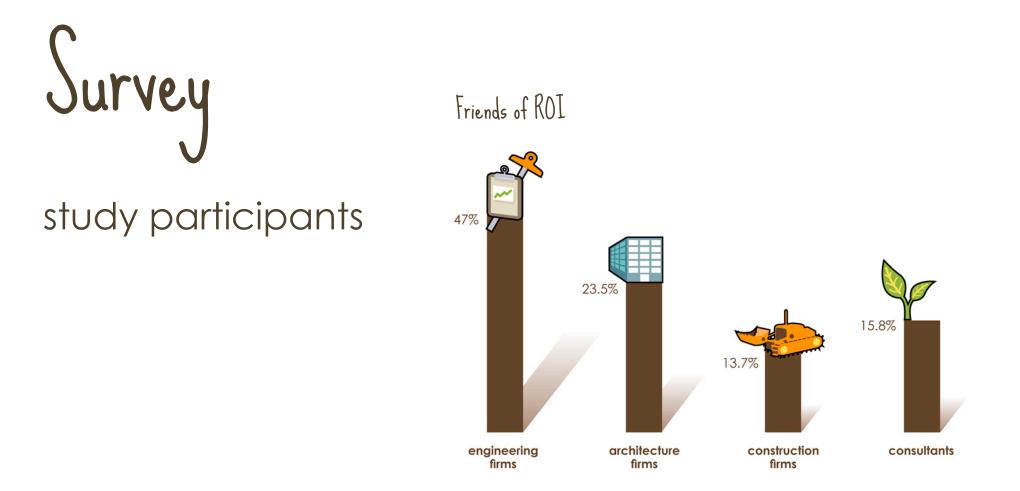
Survey

methodology

A method is a set of the planning process?		Marketing Metrics Survey from wals Communications 1. PLANNING 1. Does your firm engage in cyclical (every 3-10 years) strategic planning? 7. 7. 7. 7. 7. 7. 7. 7. 7. 7
A Are the strategic/business/marketing plans shared with staff? If a strategic/business/marketing blans strategic/business/marketing blans strategic/business/marketing blans strategic/business/marketing strategic/business/marketing strategic/business/marketing strategic/business/marketing strategic/business/marketing strategic/busines		0~
S. Do you benchmark against or update your plan throughout the fiscal year? (i.e. guarterly, monthly, etc) m m m m m m m m m m m m m m m m m m m	~	
Comment		on orace 5. Do you benchmark against or update your plan throughout the fiscal year? (i.e., quarterly, monthly, etc) orac
0		J. METRICS J. Does your firm prepare an annual marketing budget as part of the planning process?
Course		

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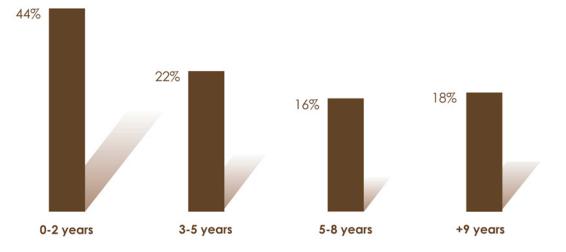


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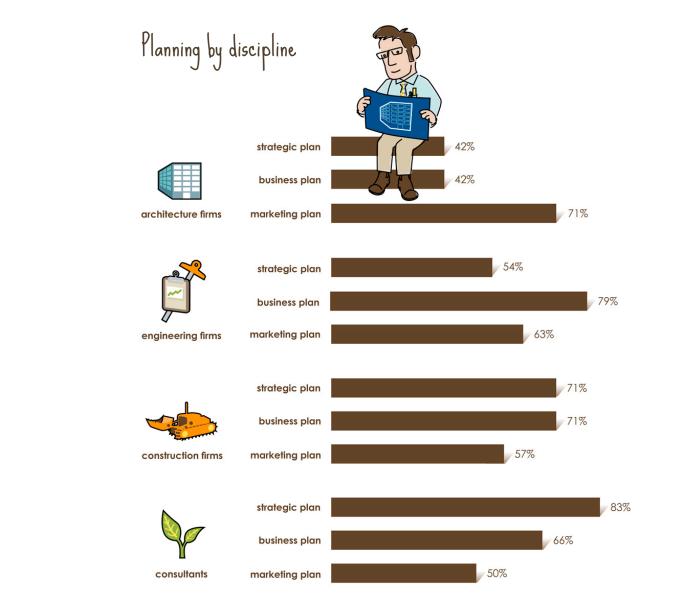


Survey study participants









Survey

metrics

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Survey

metrics

What percentage of firms create plans based on firm size?

	<10	11-20	21-50	51-100	100<
Strategic Plan	75%	33%	20%	25%	80%
Business Plan	25%	66%	60%	75%	85%
Marketing Plan	50%	33%	40%	50%	75%



Survey metrics

Marketing hit rates 48% 43% 38% 38% 38% 38% as a shortlists to wins repeat and referral work

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Survey

next steps?

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Trends

so, how do you measure passion?

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The anti-ROI



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Q¢A

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