

# Meet ROI

SMPS VA  
November 17, 2009



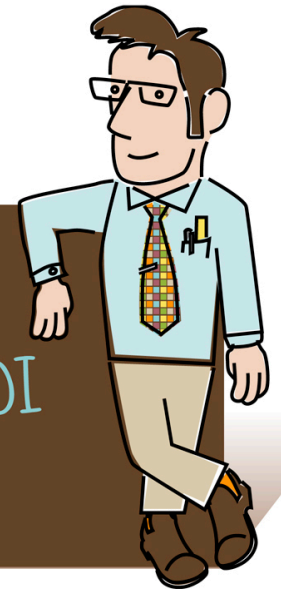
# Meet ROI

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

# Terms

# ROI

$$\text{total revenue} - \text{total investment} \div \text{total investment} = \text{ROI}$$



# Opportunity Cost

what are you giving up?

# Metrics

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

# Hit Rates

leads to wins  
RFPs to shortlists  
shortlists to wins  
new business

**vs.** repeat **vs.** referral



# Planning/Tracking

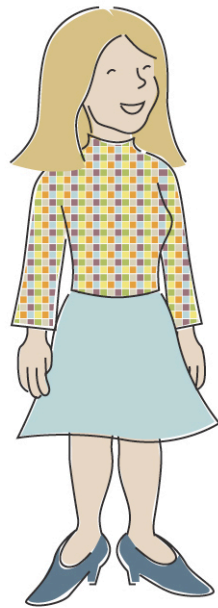
marketing, strategic,  
specific line items, hours

advertising
brochures
networking
convention/trade shows
photography
seminars/dues
special events
web site
meals
giveaways
awards/exhibits
postage/delivery

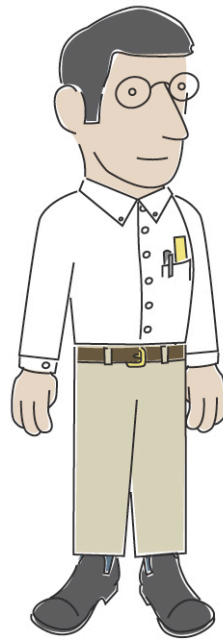




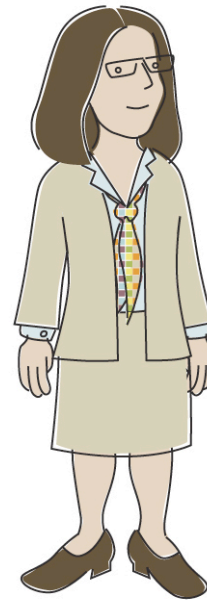
# Play Practice



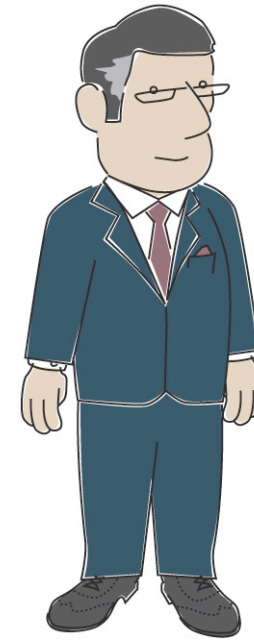
Marketeer



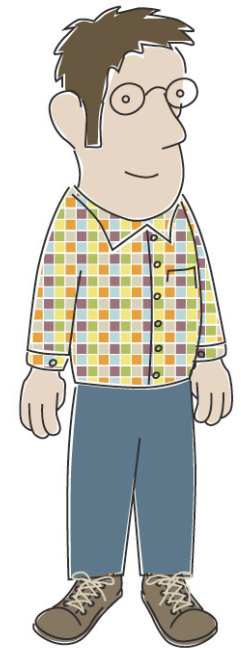
Accountant



Engineer

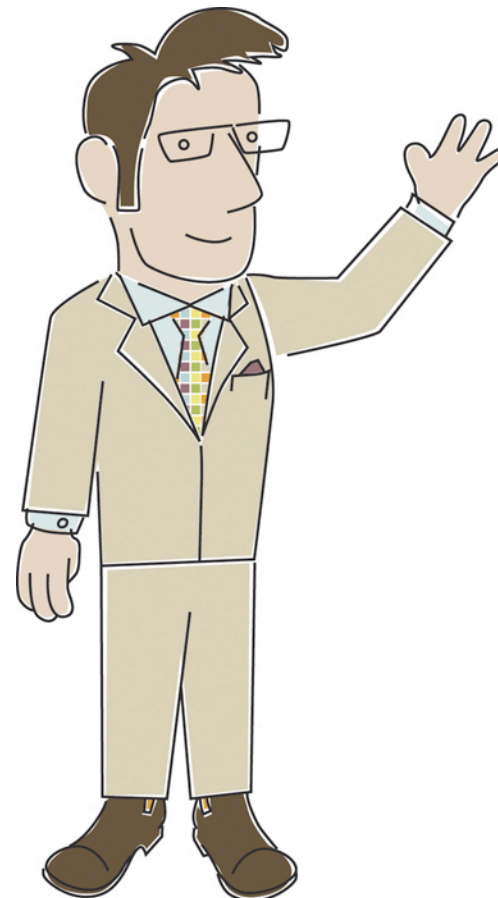


CEO



anti-ROI

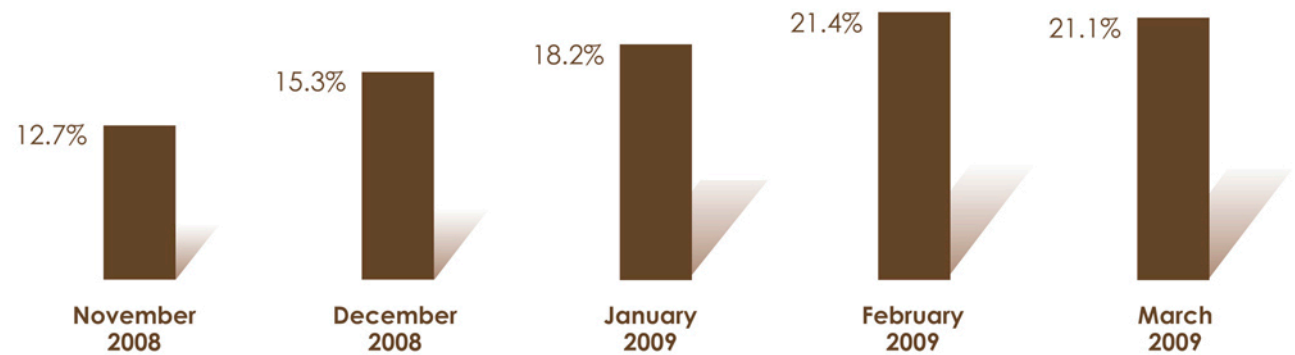
# Meet ROI



# Survey

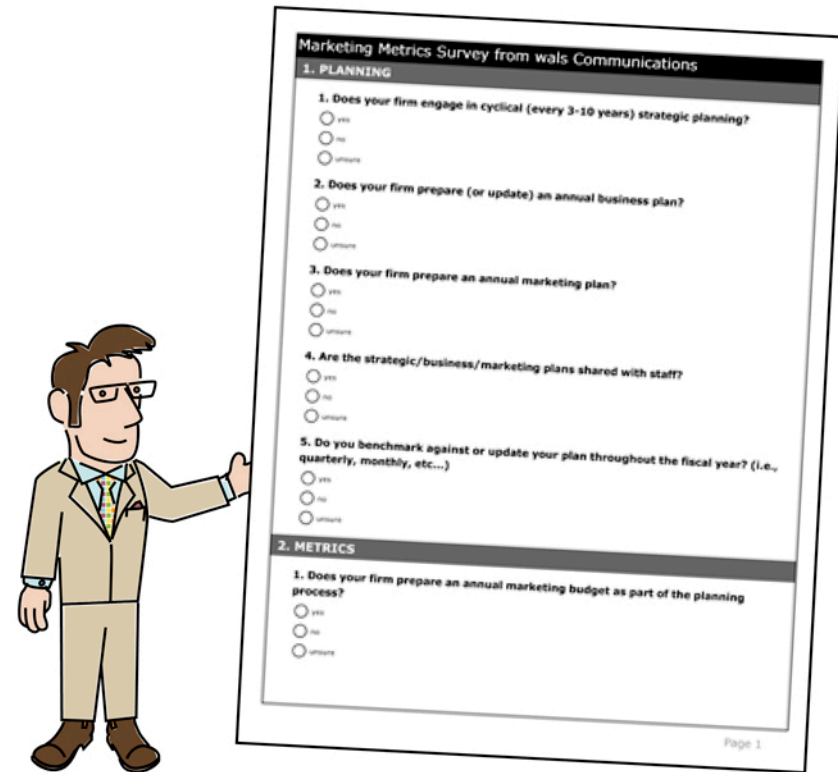
context

Unemployment rate



# Survey

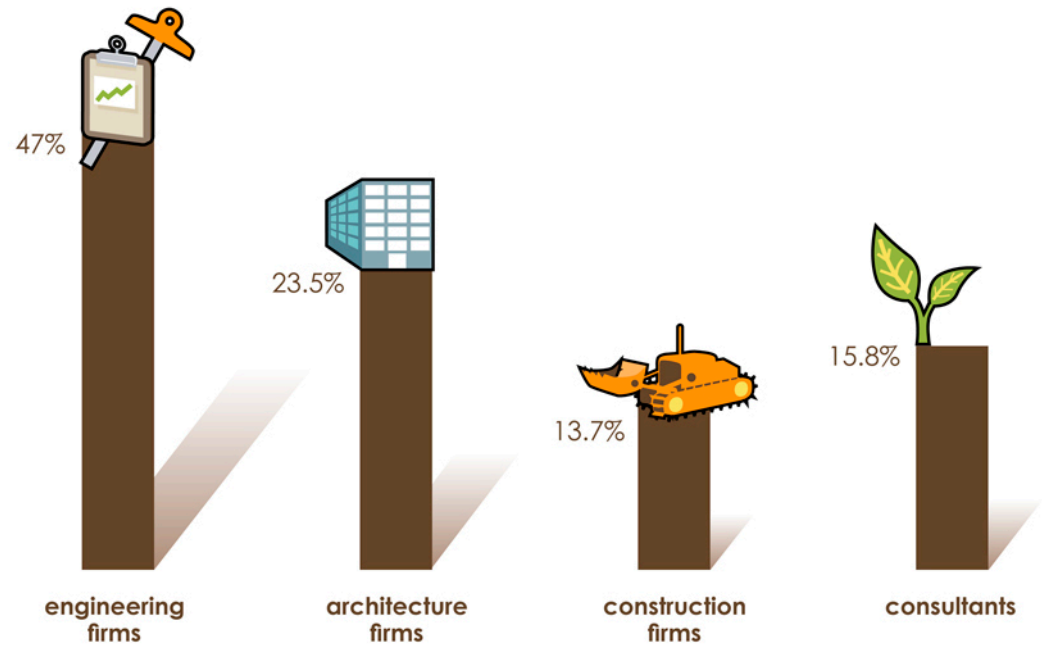
## methodology



# Survey

study participants

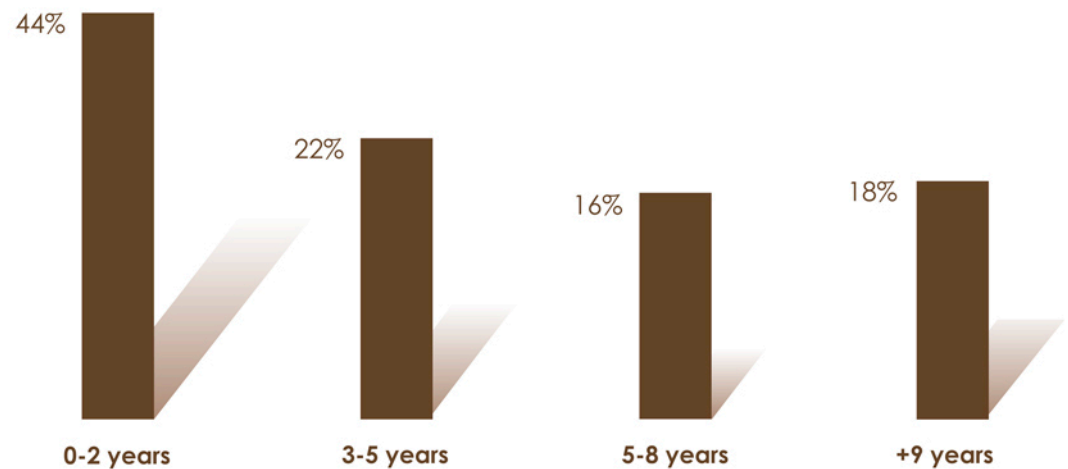
Friends of ROI



# Survey

study participants

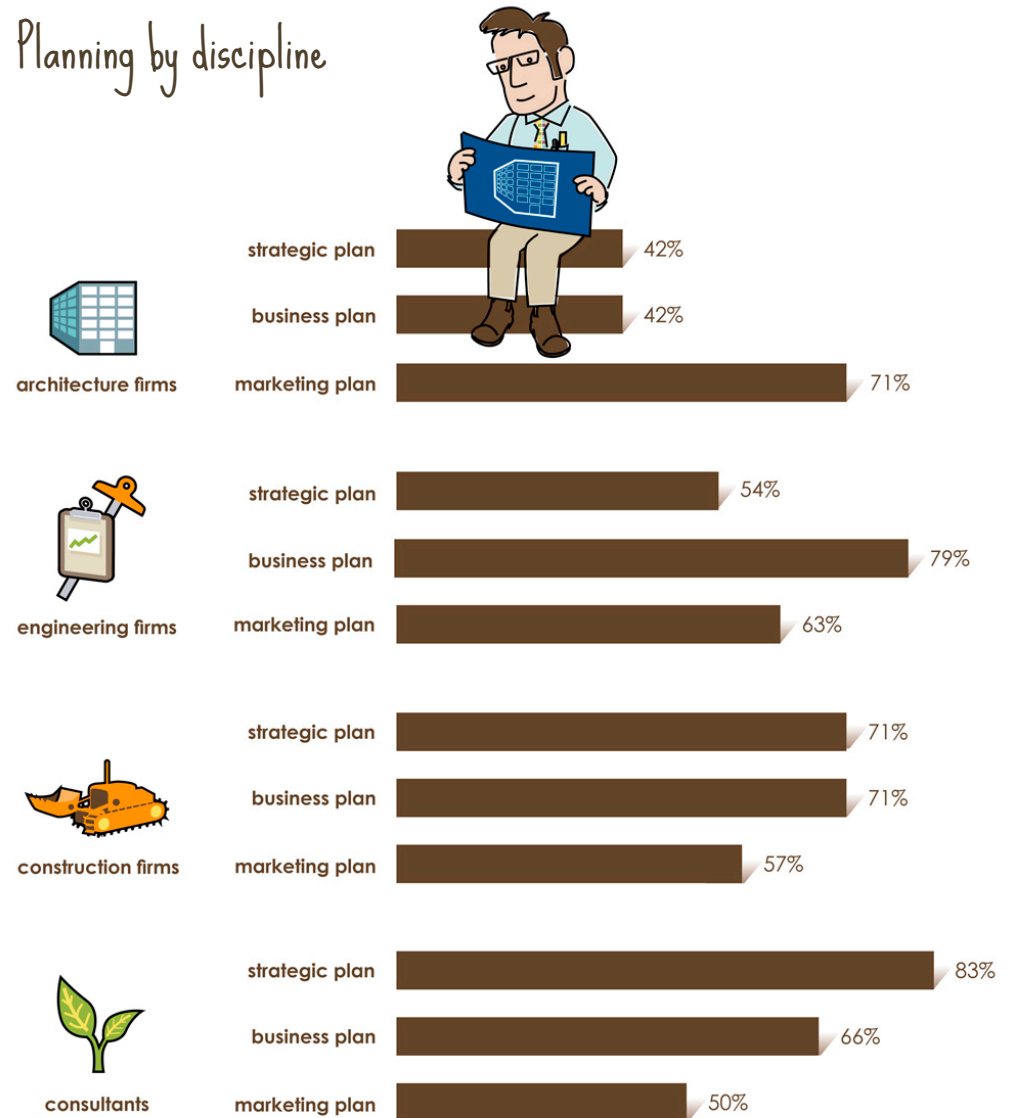
Respondents' years of employment



# Survey

## metrics

### Planning by discipline



# Survey

metrics

What percentage of firms create plans based on firm size?

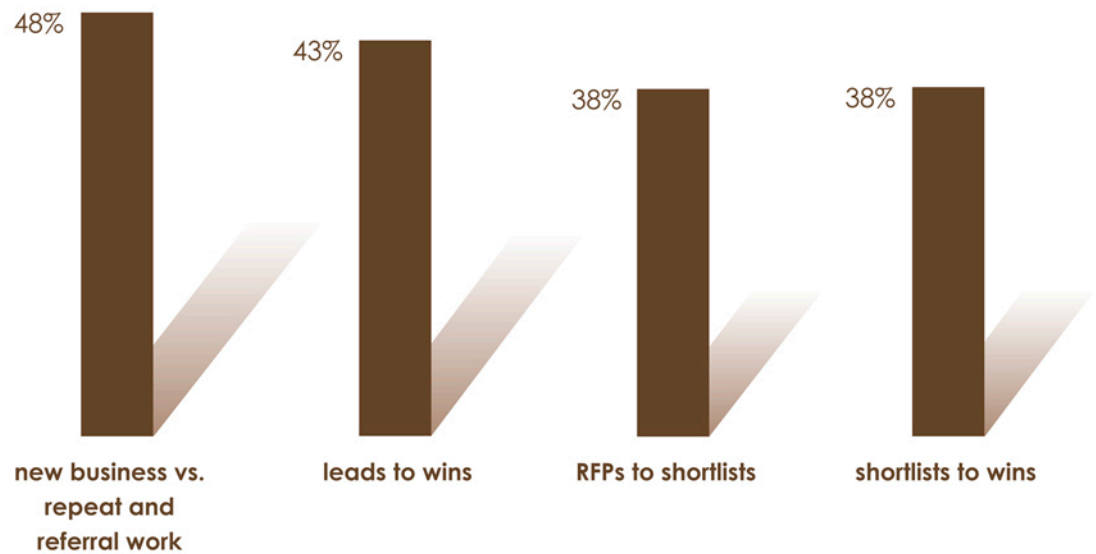
	<10	11-20	21-50	51-100	100<
Strategic Plan	75%	33%	20%	25%	80%
Business Plan	25%	66%	60%	75%	85%
Marketing Plan	50%	33%	40%	50%	75%



# Survey

## metrics

### Marketing hit rates



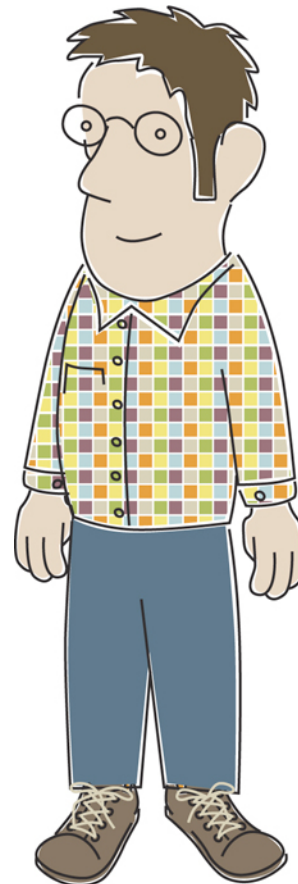
# Survey

next steps?

# Trends

so, how do you measure passion?

# The anti-ROI



Q&A