

Analysing the Effectiveness of Marketing Tools

Course ref: MK6

Course aims:

- To introduce delegates to the tools of marketing
- To show how results can be measured
- To explain the need to set objectives for every marketing £ spent
- To help delegates maximise the effectiveness of marketing activities

Benefits of attending:

- High quality training by experienced marketing professional
- Practical exercises to support the learning process
- Training can be geared to your individual organisation's situation

Outline of programme:

When marketing budgets are tight, it is important to know which marketing tools are the most cost effective, and how they can be used together for maximum results. This workshop helps delegates to set objectives, evaluate the options and make informed decisions.

Topics covered include:

- Setting objectives
- Deciding on measurement criteria
- Planning for best value for money
- Criteria used to select tools
- Examining the options
- Cost/benefit analyses
- The importance of testing
- Managing the human factor
- Effective E-marketing
- Tactical pricing
- Lifetime customer value

Duration: This course normally operates as a 1-day course, depending on the depth required and issues which need to be covered. It can also be run as part of a series, together with Marketing, Putting the Profit into PR, Market Research, Dynamic Direct Mail, and Managing the Customer.