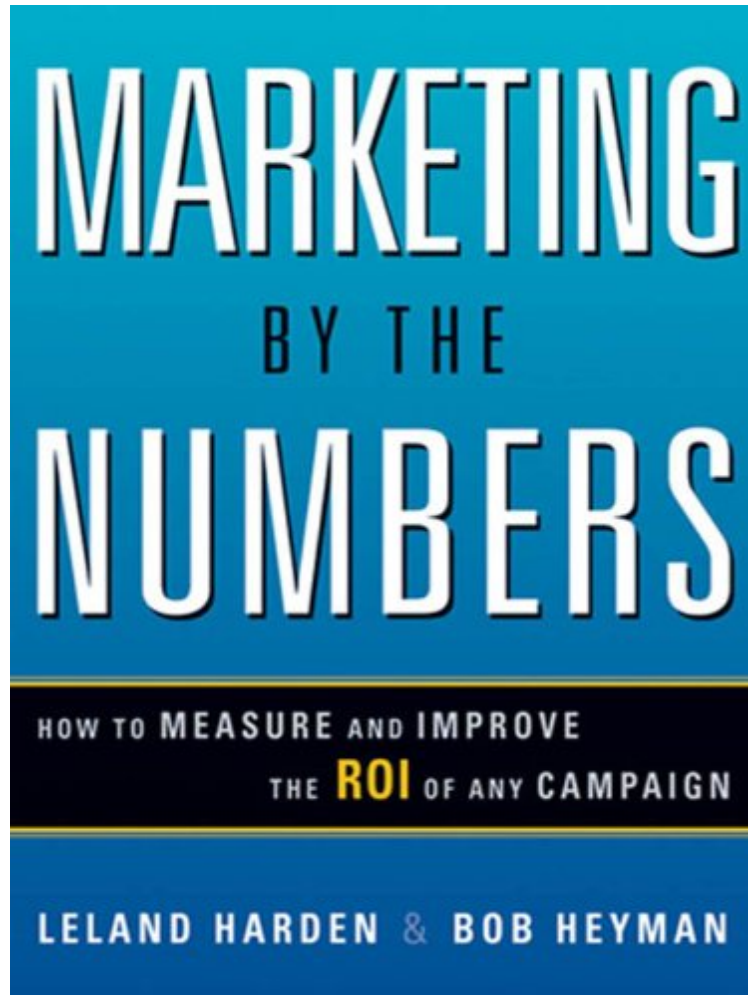


(Download) Marketing by the Numbers: How to Measure and Improve the ROI of Any Campaign

# Marketing by the Numbers: How to Measure and Improve the ROI of Any Campaign

Leland HARDEN, Bob HEYMAN

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**Leland HARDEN, Bob HEYMAN : Marketing by the Numbers: How to Measure and Improve the ROI of Any Campaign** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing by the Numbers: How to Measure and Improve the ROI of Any Campaign:

0 of 1 people found the following review helpful. Real Marketing AdviceBy ChaseIn an economy where most organizations are watching every dime and yet integrating themselves within the social web; the big question is about how it all affects the bottom line. While big brands can typically make marketing a branding exercise; Marketing by the Numbers explains the difference between soft metrics and that all important bottom line. I liked this book. It makes sense and is up-to-date. Something not too many marketing books offer these days, especially on the subject of ROI. CEO's of the biggest companies all the way down to the startup should read this book.1 of 1 people found the

following review helpful. Marketing by the NumbersBy mjwolfeThis book was a disappointment. There are a number of similar books on the market that basically have the same theme: Go out and generate a bunch of complicated metrics and "sort of" get an idea if your marketing is working. There is nothing new here and the basic approach is neither useful nor practical for real marketing practitioners. With predictive modeling and analytics, marketers can know the complete and accurate story of marketing ROI in all its detail. The authors are obviously clueless to this and therefore really are not plugged into what practitioners are doing. 0 of 1 people found the following review helpful. Hits the Bullseye!By DSLMarketing by the Numbers hits the bullseye on ROI. Leland and Heyman have penned yet another book which gives the how to brands can establish their best ROI using traditional and digital methods. The book is very well thought out, and comes from years of combined experience. Here's two authors who not only know how to get it done, but have done it themselves. Books like these are kept on my desk.

With marketing budgets stretched tight, it's harder than ever to justify expenditures, and ensure that marketing dollars are spent in ways that get results. Marketing by the Numbers shows readers how to implement, evaluate, and utilize key analytics to maximize marketing ROI. Explaining best practices and the most useful dashboards and tools, the book equips readers with proven methods to:

- Predict, monitor, and measure the success of campaigns based in both traditional and Internet media
- Align business and marketing goals
- Concentrate on the right metrics rather than drowning in a sea of data
- Turn data into actionable recommendations

Providing case studies, techniques, and checklists, the book pays special attention to the new generation of web tools, and reveals how any business can effectively use the data available to them; and take advantage of every marketing opportunity.

From the Inside Flap Using key analytics to measure the results of your marketing campaigns, predict future success, and justify your budgets has always been a tricky business. Enshrouded by a fog of equations, drowning in a sea of data, and lacking the systems to quickly and clearly communicate information with other departments, it may be tempting to throw your hands up and leave the outcomes of your company's marketing investments up to fate. Worse yet, as marketing budgets get tighter and yours're increasingly called on to do more with less, you can't afford to waste time with strategies or metrics that fail to accurately capture the reality of what works and what doesn't. In today's marketing environment—enriched and complicated by a slew of all new online efforts and technology-driven avenues of possibility—many of the older methods used to measure the value of marketing media yield fuzzy and inaccurate data. Yet advances in marketing analytics make obtaining accurate return on investment (ROI) data more achievable than ever before. The key lies in reassessing the metrics of traditional marketing vehicles, and integrating them with a Web 2.0—appropriate set of strategies for determining marketing ROI. Marketing by the Numbers gives you the tools and guidance you need to navigate your way through a new realm of web ads, online promotional efforts, downloadable coupons, the latest in social networking conversation and "impressions," and GPS-enabled buying. Packed with practical techniques and examples, case studies from Nike, Ace Hardware, and others, and including checklists and the latest, most useful dashboards and tools, this book will make the best practices in today's marketing ROI work for you. You'll learn how to avoid measuring the wrong things, identify what's important, coordinate marketing and business goals, and communicate ROI data to the C-suite. The book shows you how to generate actionable recommendations, effectively use the right dashboards as strong presentation tools, and establish a feedback loop to enhance your ability to align marketing with sales, operations, and finance. Measuring return on marketing investment doesn't have to be mysterious—even in the age of Web 2.0. This book provides you with a foolproof system for determining the effectiveness of all your marketing strategies, online and off. LELAND HARDEN and BOB HEYMAN cofounded Cybernautics, a standard-setting new-economy marketing agency that launched some of the biggest brands on the web. Harden is now Executive Vice President of Usee, Inc., a leading VOIP technology and services company. Heyman is Senior Partner at Digital Automat ([www.digitalautomat.com](http://www.digitalautomat.com)), a hybrid Search-PR-Social media agency. Together, they are the authors of Digital Engagement, a guide to Web 2.0 marketing. From the Back Cover In a brand new world where online ads, viral promotions, and smart-phon-enabled marketing strategies are blending with traditional vehicles like print, TV, and radio, it's crucial to use the right metrics to ensure effective spending with your marketing budget. If you want to track your results accurately and justify your spending across the new digital playing field, it's time to blow off your old-school ROI analytics and join the age of Web 2.0. Filled with accessible, practical guidance on utilizing the latest and most accurate dashboards and tools, and illustrated with case studies and examples, Marketing by the Numbers shows you how to:

- Predict, monitor, and measure the success of campaigns based in both traditional and Internet media.
- Align marketing and business goals.
- Concentrate on the right metrics rather than drowning in a sea of data.
- Turn your data into actionable recommendations.

Connecting your marketing spending to actual sales and revenue has always been a convoluted path, but never have the outcomes been more urgent than they are today. With helpful techniques, checklists, and case studies, Marketing by the Numbers reveals how you can effectively use the data at your disposal, and take advantage of every marketing opportunity. About the Author LELAND HARDEN and BOB HEYMAN cofounded Cybernautics, a standard-setting new

economy marketing agency that launched some of the biggest brands on the web. Harden is now Vice President of Institutional Advancement at Hardin Simmons University. Heyman is the CEO of the Digital Engagement Group and the creator of Kidzter ([www.kidzter.com](http://www.kidzter.com)). Together, they are the authors of Digital Engagement (978-0-8144-1072-1).