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Autore	Perrey Jesko
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Soggetti	Marketing - Management
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Intro; Marketing Performance; Contents; Introduction: Smart Money; 1 Budget sizing: Combine multiple lenses to right-size your marketing budget; 2 Allocation: Put your money where your strategy is; 3 Insights: Discover what really matters to consumers to sharpen your proposition; 4 Storytelling: Take a publisher's mindset and tell stories that cut through the clutter; 5 One currency: Compare apples to apples as you make trade-offs between instruments; 6 Science: Apply advanced analytics to drive fact-based mix optimization 7 Smart activation: Trim the fat off key instruments to drive incremental benefit8 Partners: Build performance partnerships with marketing service providers; 9 IT solutions: Use marketing ROI decision support solutions to transform your company; 10 Agility: Infuse your organization with a return on investment mindset; Credits; Index; EULA; Why does budget sizing matter?; How to drive marketing performance with fact-based budget sizing; Create full budget transparency; you will be surprised by what is hidden in the cracks and crevices of your organization Outside-in: Conduct benchmarking analyses to find out what it takes for your voice to be heardInside-out: Clarify your targets and build your budget on the activities required to reach them; Saturation analysis: Review your budget in light of the expected return it will generate; Combine all lenses for a holistic view on budget sizing and submit the

result to practical, tactical, and strategic pressure tests; Key takeaways; Notes; Why does budget allocation matter?; How to boost marketing performance with fact-based budgeting; Key takeaways; Notes; Why do insights matter?

How to strengthen your brand with insights; Key takeaways; Why does storytelling matter?; How to drive marketing performance using storytelling; Key takeaways; Notes; Why does one currency matter?; How to drive marketing performance with one currency; Key takeaways; Notes; Why do advanced analytical approaches matter?; How to drive marketing performance with advanced analytics; Key takeaways; Notes; Why does smart activation matter?; How to drive marketing performance with de-specification; Key takeaways; Notes; Why do partners matter?

How to drive marketing performance through service provider management; Key takeaways; Notes; Why do IT solutions matter?; How to drive marketing performance through IT solutions; Key takeaways; Why does agility matter?; How to boost marketing performance with an agile organization; Key takeaways; Notes; Contributors; Find the pockets of growth; Align allocation criteria with business priorities; Specify investment thresholds; Stick to the rules; Slice and dice your audience: Customer segmentation; Put your brand to the test: Purchase funnel performance

Find out what customers want: Attribute relevance

Sommario/riassunto

Drive marketing ROI with an investor's mindset and a proven toolkit
Top marketers today don't shy away from financial accountability. In fact, they actively seek to account for the return on their companies' investments in marketing – because they want their budget to make a difference for their brands and for their business: more relevant messages, more effective campaigns, more satisfied customers, more profitable promotions, higher returns to shareholders. If this is how you think about marketing, this book is for you. It is a book for CMOs who adopt an investor's mindset, and it deals with the most pressing marketing performance questions. This isn't a work of theory. This is a hands-on guide to better marketing for top managers, neatly packaged into ten concise chapters that are just right for a short-haul flight. Learn how to: Increase sales with smarter fund allocation Reduce marketing costs without sacrificing effectiveness Strengthen the role of marketing with quantified ROI Build capabilities for sustainable performance improvements Marketing Performance delivers expert insight, a wealth of proven success factors, and real-life case studies that will help you drive marketing performance and grow your business.
