

Are You Wasting Money On Marketing Campaigns That Don't Work?

Most business executives intuitively understand that they must do some form of marketing in order to maintain or increase their business. At the same time, most business executives also understand that their marketing cost is one of their largest business expenses. But there is a disturbing paradox: these same business executives often have difficulty justifying future marketing campaigns because they can't answer key questions about their past campaigns.

Five key questions that they - and you - should be able to answer about every marketing campaign are:

#1 - Campaign Cost: What did the marketing campaign cost? Seems like an obvious question, but many business executives cannot answer it.

#2 - Leads: How many direct sales leads did the campaign generate? Leads are the first measure of a campaign's effectiveness revealing how interested the market is in the goods and services being promoted by the campaign.

#3 - Sales Cycle: How many leads resulted in appointments or calls? How many resulted in proposals? How many leads made it into the sales cycle is a measure of how effective the campaign "offer" is. A good offer will yield a high ratio of sales activity.

#4 - Sales: How many orders or contracts did the campaign generate? The bottom line for any campaign is orders or contracts. All too often the sales cycle is long enough that many businesses can't (or don't) connect the actual sale to a specific marketing campaign.

RB Data Services is fully certified to sell and support Microsoft CRM, GoldMine Corporate/Premium/Enterprise Editions, and SalesLogix.



CRM TIPS!

By Rick Bellefond, President, RB Data Services - TIP #10

#5 - ROI: What is the return on investment of the campaign? The bottom line for the business is whether the campaign was profitable.

Business owners that cannot answer these important campaign questions complain that it's just too difficult to keep the records needed to give them this information, or it takes too much time to pull this information together. That may be true if it has to be prepared manually. But the businesses that can put their fingers on the pulse of their marketing with this type of data will regularly outperform those that can't – it's that much of a vital competitive advantage.

"...1 in 4 companies are now buying or are investigating the purchase of a CRM system to help manage their marketing and sales campaigns."

Research Kensington House Ltd.

Enter CRM. This is why Customer Relationship Management (CRM) has become a key competitive tool for growing businesses. CRM makes it easy to track which campaigns are working and which are not and which customers, prospects or lists are most likely to yield orders. The heat is on; in a recent study by researchers Kensington House, 1 in every 4 companies indicated they were buying or were investigating the purchase of a CRM system to help manage their marketing and sales campaigns.

Grow Your Business Through Better Customer Relationship Management – Stay Informed!

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