

# Drilling into Marketing ROI

## SEVEN QUESTIONS THAT CAN HELP MARKETERS FOCUS AND INCREASE MARKETING ROI

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# Focus: Swift Growth of Quality Revenues

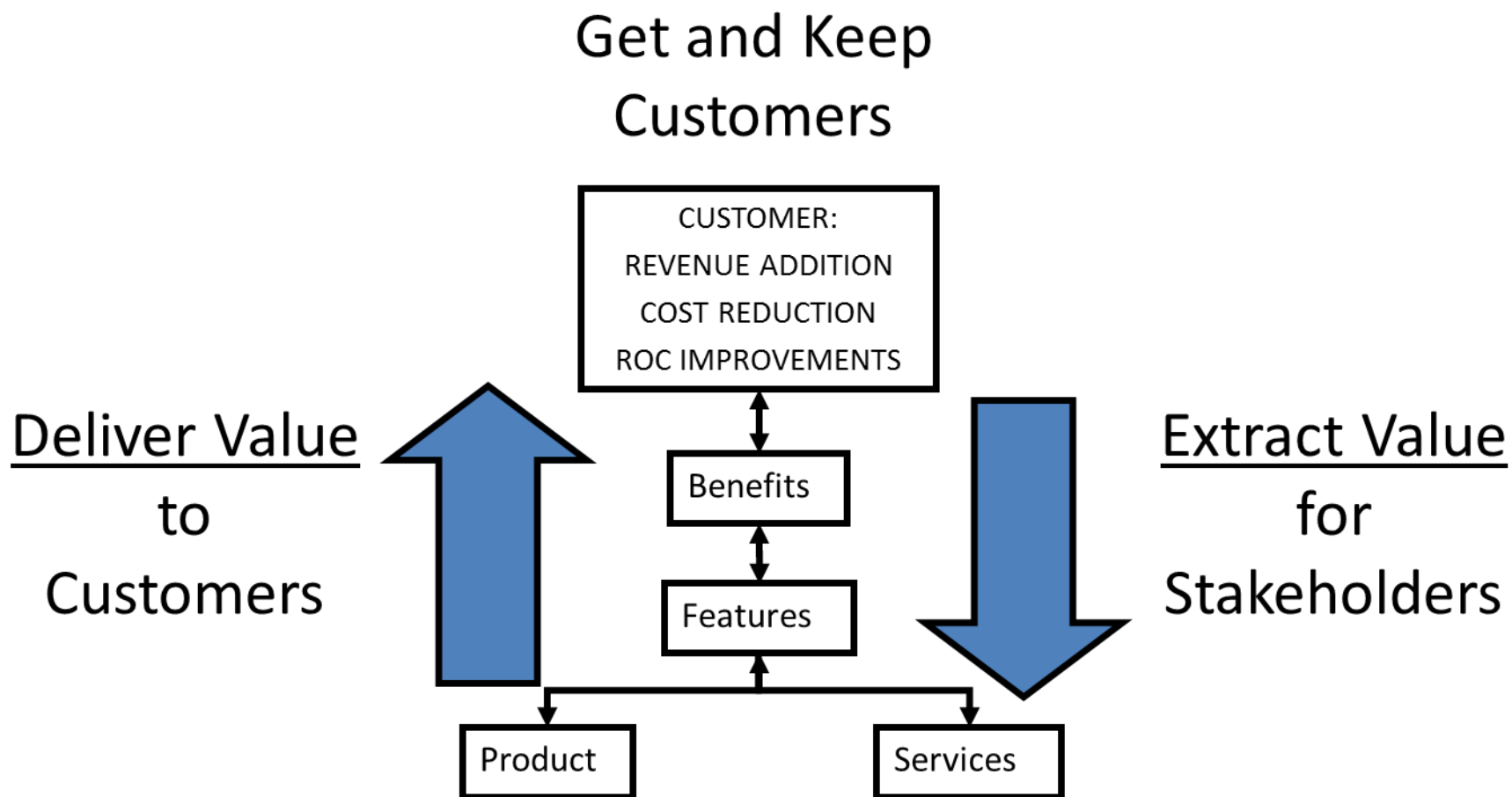
- Vice-President, Marketing, Landmark Graphics
- Manager, North American Operations, Baker CAC, Baker Hughes
- First Marketing/Business Development Manager, Sperry-Sun
- Teach Marketing in the Energy Industry, Rice University's MBA Program
- **Oil & Gas** – AirXChangers, Baker Hughes, Baroid Corporation, Daniel Industries, Dresser Industries, Dresser Oil Tools, Key Energy, Integrated Exploration Systems (Germany), Landmark Graphics, NL Industries, Numar, OFS Portal, Photon, PGS-Tigress, Praxis, Preng & Associates, Sperry-Sun, Object Reservoir (US Venture Partners), Volumetrix
- **Engineering/Manufacturing** — Aggreko, Astralloy, CompX, Continental Carbon, Excell Minerals, Express Integrated Technologies, Fabsco, Fort Lock, Gundle/SLT Environmental, Harsco Corporation, Harsco Industrial, Harsco Infrastructure, Harsco Metals & Minerals, Harsco Track Technologies, Hendrickson Trailer, IKG Industries, MultiServ, National Cabinet Lock, Nutter Engineering, OnePoint, Patent Construction Systems, Patterson-Kelley, Reed Minerals, SGB, SteelPhalt, Waterloo Furniture Components
- **Technology** — AMD, Sun Microsystems, Syntel, Metasolv, NobleTek, Avalon Imaging, Scicom, Silicus, Laversab, Facet, Zresearch
- **Other** — Kanaly Trust, Fort Bend Independent School District, American Sleep

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# Purpose of a Business



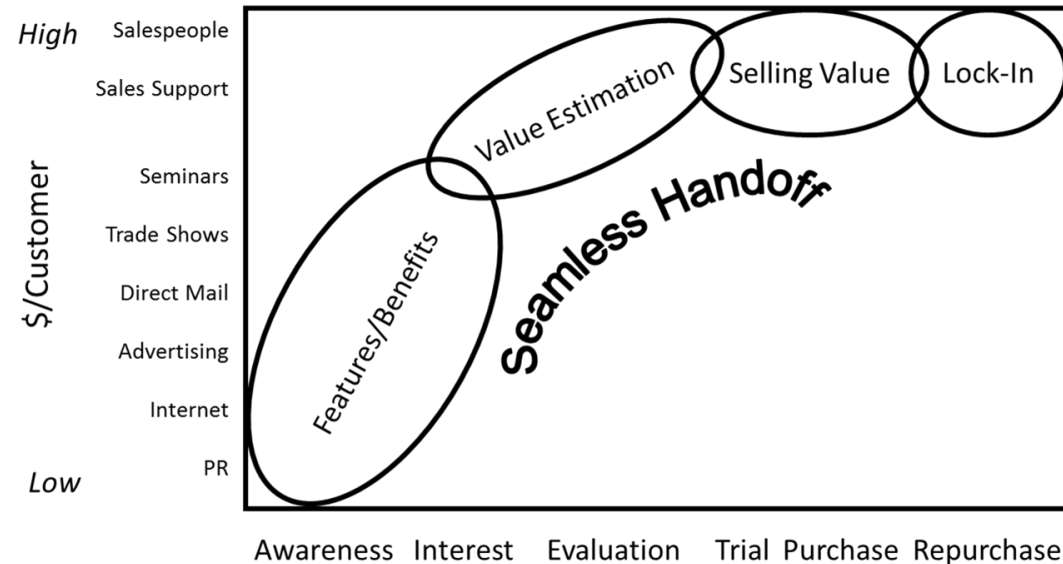
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# 1. What's the Role of your Marketing Department?

- At a minimum, participate in the creation of awareness and interest
- Influence the entire spectrum of the Sales Process
- Product Management: product development, pricing, promotion and distribution/delivery



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## 2. Where's the Money?

### With the **Right Customers**

	Yes	Perhaps	No
Need			
Budget			
Intent			

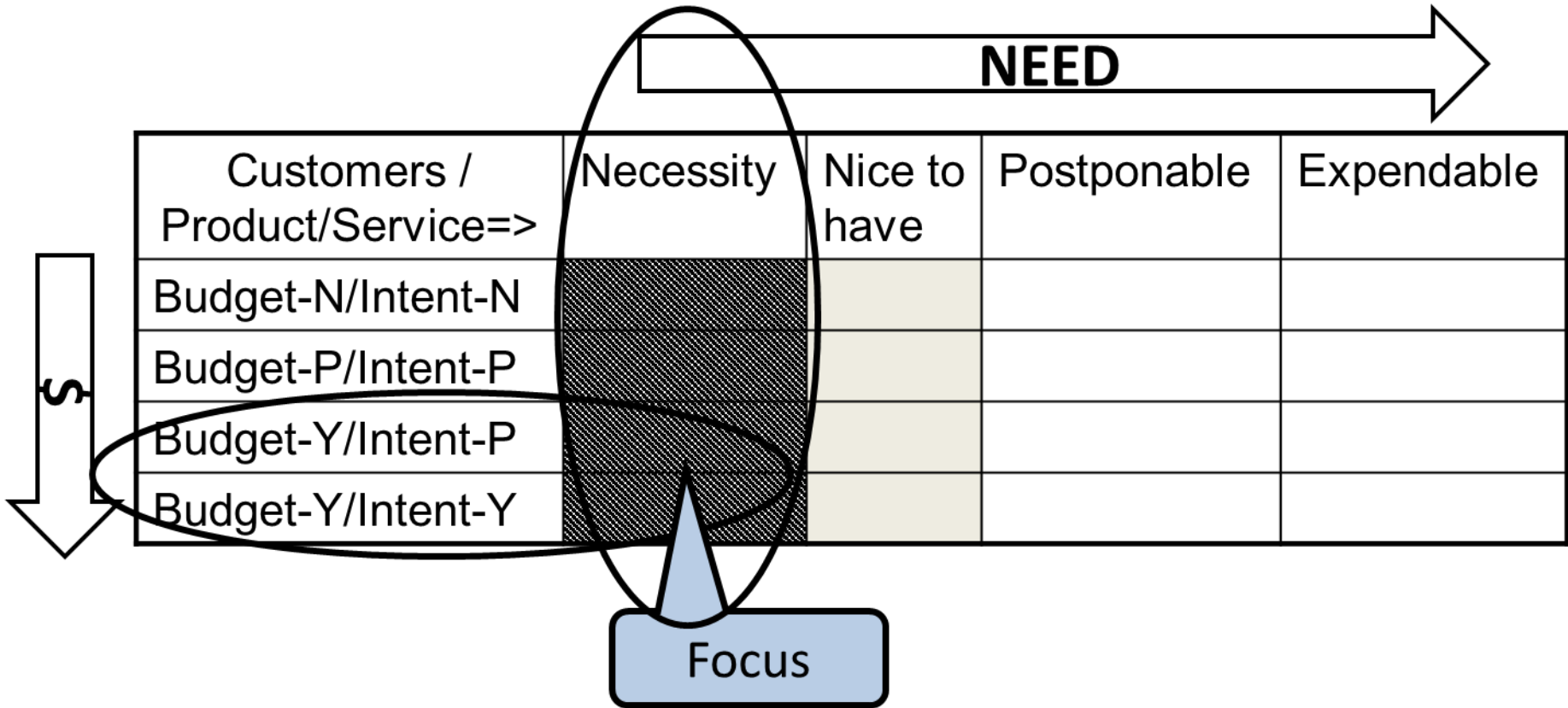
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# 2. Where's the Money?

## With the **Right Customers**



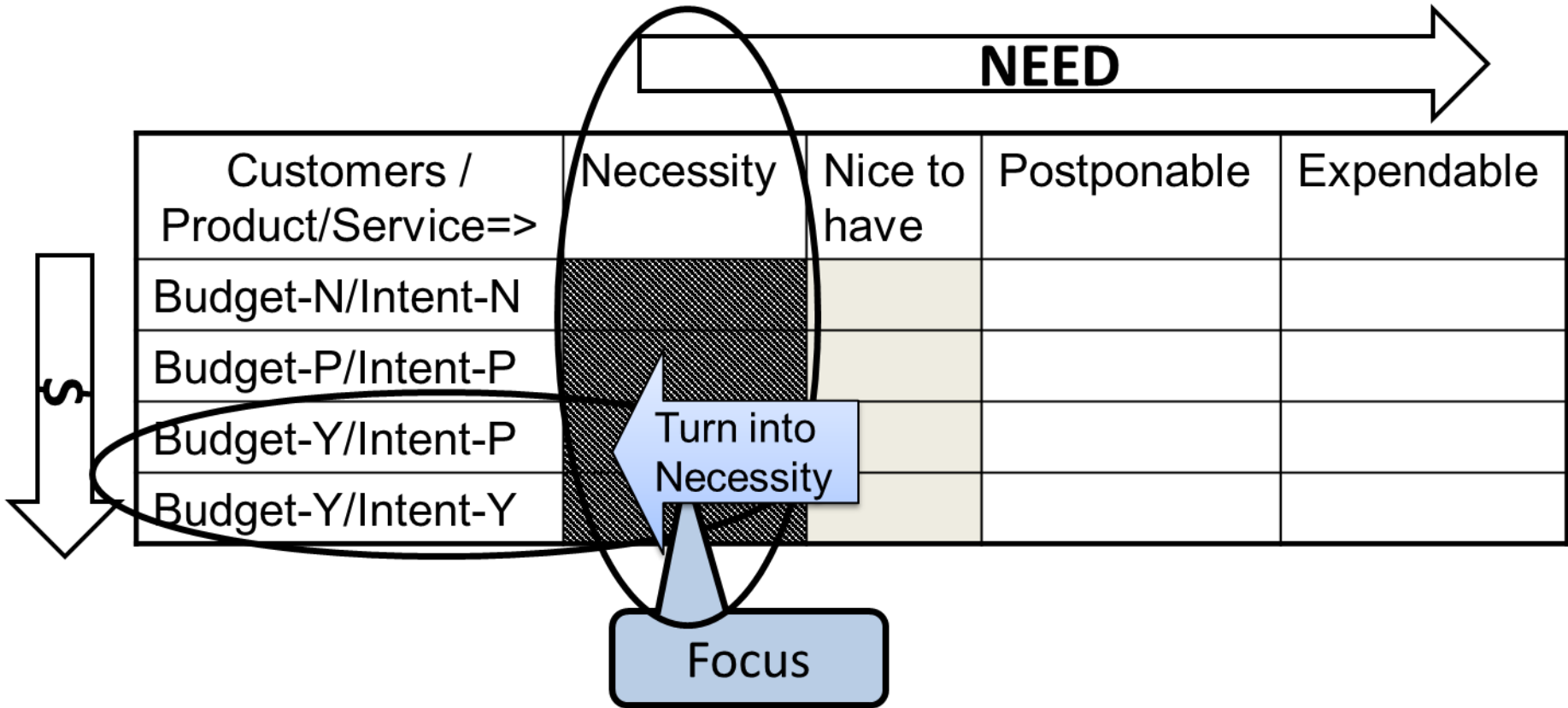
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# 2. Where's the Money?

## With the Right Customers



## 2. Where's the Money? *With your Competition*

### 3. Who's your Competition?

- Direct Competitors
  - Substitutes
  - Adjacencies
  - Suppliers
  - Customers
  - Waste

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## 4. What's our Competitive Value?

***Value = Benefits – Cost***



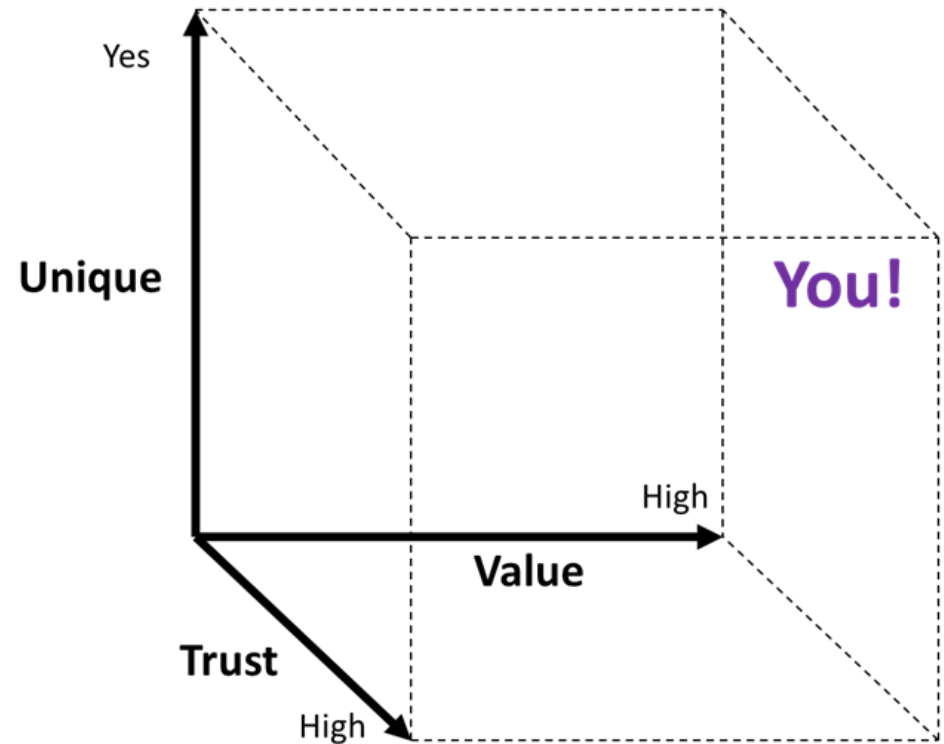
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# 4. What's our Competitive Value?

You must be  
 a **Unique,**  
**Trusted** source  
 who delivers  
**Value**



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## 5. What kind of “Buy” is it?

- Straight Buy, Modified Rebuy, New Buy
- Competitive Positioning and Marketing Mix are influenced by Type of Buy

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# 6. Who are in your High Value Customer Buying Centers?

- Organization
- Buying Center
  - Formal/informal buying group
  - Varies by company, location and products/services
- Individuals/Role
  - Initiator, Gatekeeper, Influencer, Decider, “Purchasing”, User, Upper Management
  - Each buying center member attempts to maximize gain or minimize loss from the “Buy” situation

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## 7. What are Buying Center Members' Information Sources?

- Sources of unbiased, quality information: Peers, Consultants, Trade Associations, Journals, Trade Magazines, Technical Papers, Industry Analysts, Provider Web Sites, and Trusted Salespeople
- To improve marketing ROI, research the quality, bias and influence of these sources on your targeted buying centers

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# Seven Questions that can Help Marketers Focus and Maximize ROI

1. What's Marketing's Role?

2. Where's the Money?

3. Who's the Competition?

4. What's your Competitive Value?

5. What kind of "Buy" is it?

6. Where are the High Value Target Buying Centers?

7. What are Targeted Buying Center Members' information sources?

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# THANK YOU!

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# Seven Questions that can Help Marketers Focus and Maximize ROI

1. What is the purpose/role of marketing in your organization?
2. Where's the Money?
3. Who is the Competition?
4. What's your Competitive Value?
5. What kind of "Buy" is it?
6. Where are your High Value Customer Buying Centers?
7. What are Buying Center Members' information sources?

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