

MARKETING MEASUREMENT

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Different metrics for different audiences

THE BUSINESS

Business metrics – marketing-sourced pipeline and revenue, ROMI, shareholder value
Is the Marketing department adding value?

THE MARKETING DEPARTMENT

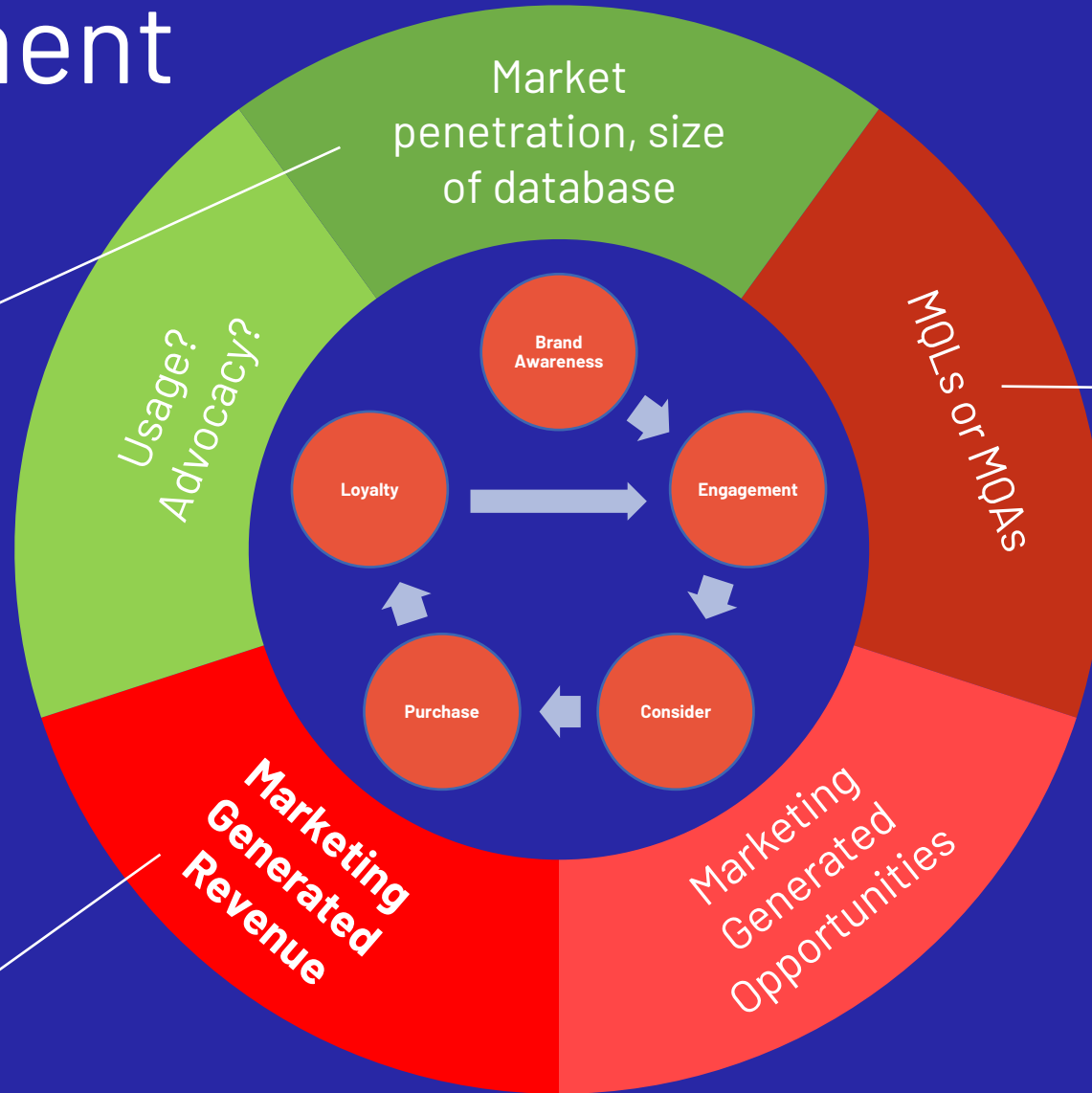
Marketing performance metrics – MQLs, opportunities, qualified accounts, brand awareness/size of database.
Is Marketing investing in the right things? Is it working? How could we improve?

TEAMS WITHIN MARKETING

Campaign/channel performance – leads from specific campaign or channel, costs
For marketing team, “Is my work effective? What could I personally improve?”.

Marketing Measurement

- At each stage, measure:
- Flow
 - Balance
 - Conversion
 - Velocity



These are the primary Balance measures of **long-term value** – size of database, number of customers

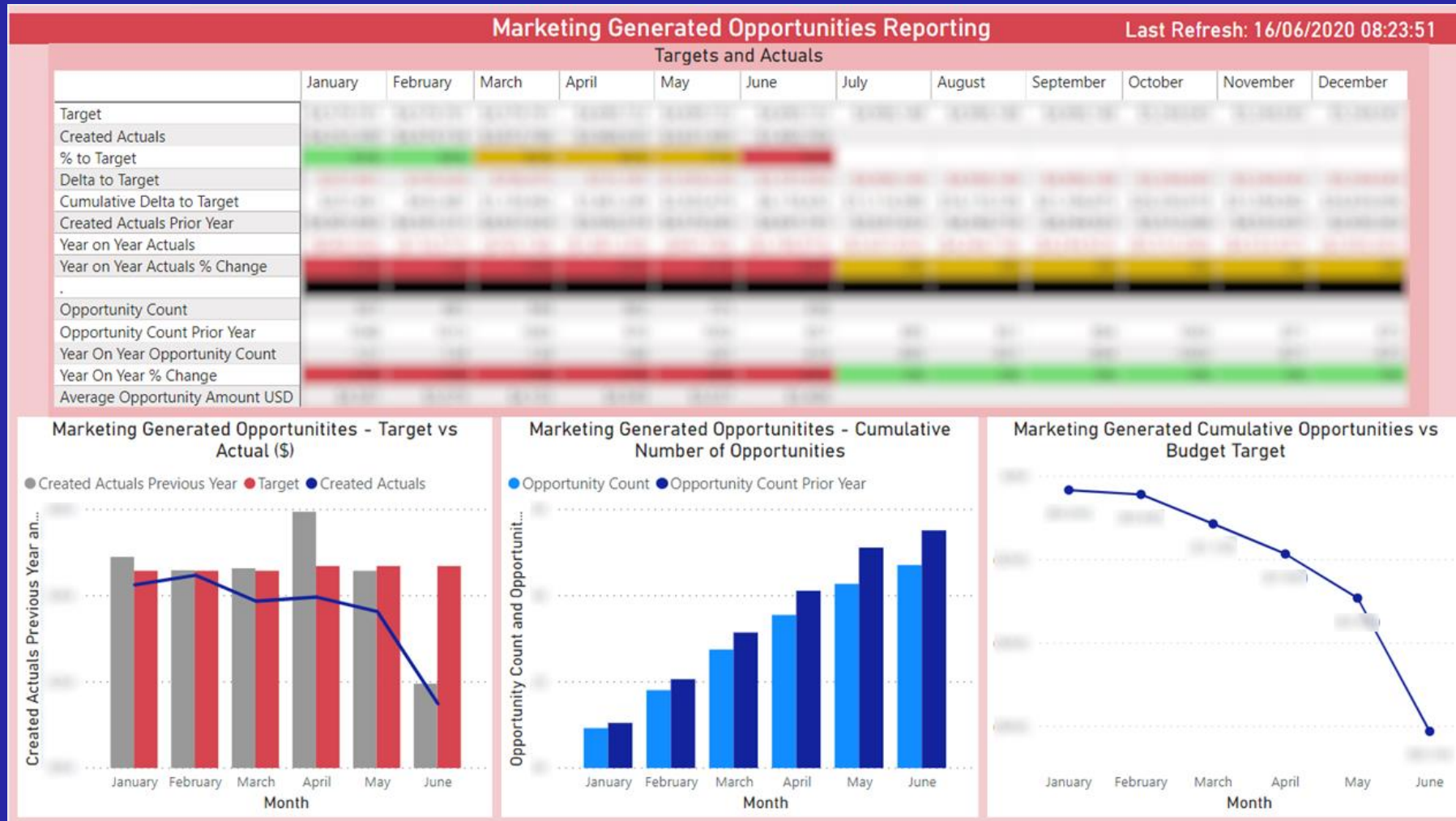
MQLs is an important **leading** Flow measure directly showing current marketing performance and forecasting future pipeline

These are my primary Flow measures for the business – pipeline and revenue **from marketing**

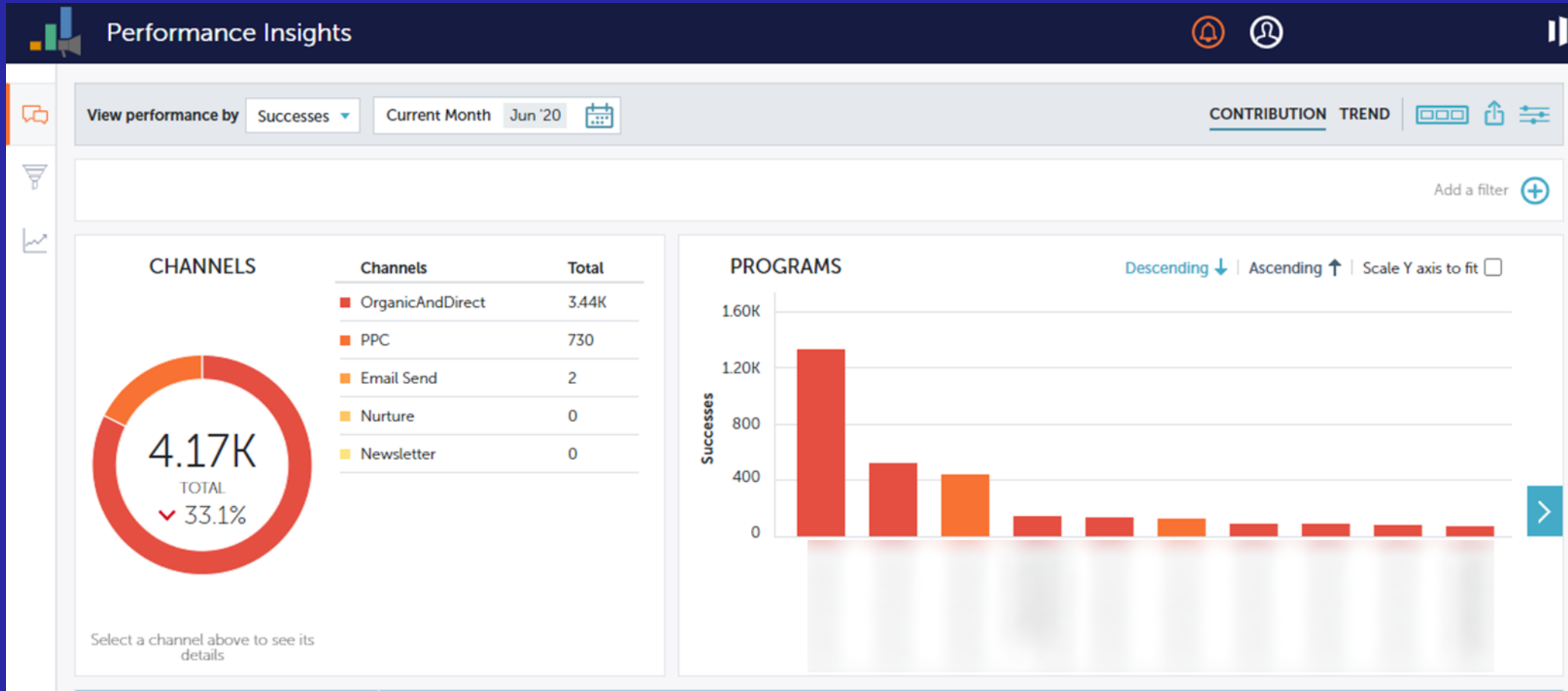
Balance and Flow

- Marketing performance is measured both by:
 - **Flow** (or "P&L") measures like **MQLs, Marketing-generated Opportunities, Marketing-generated revenue**, and,
 - **Balance** measures like **Size of database, brand awareness, number of customers (of different types)**
- Both are crucial to understand value generation in the short term and long term respectively

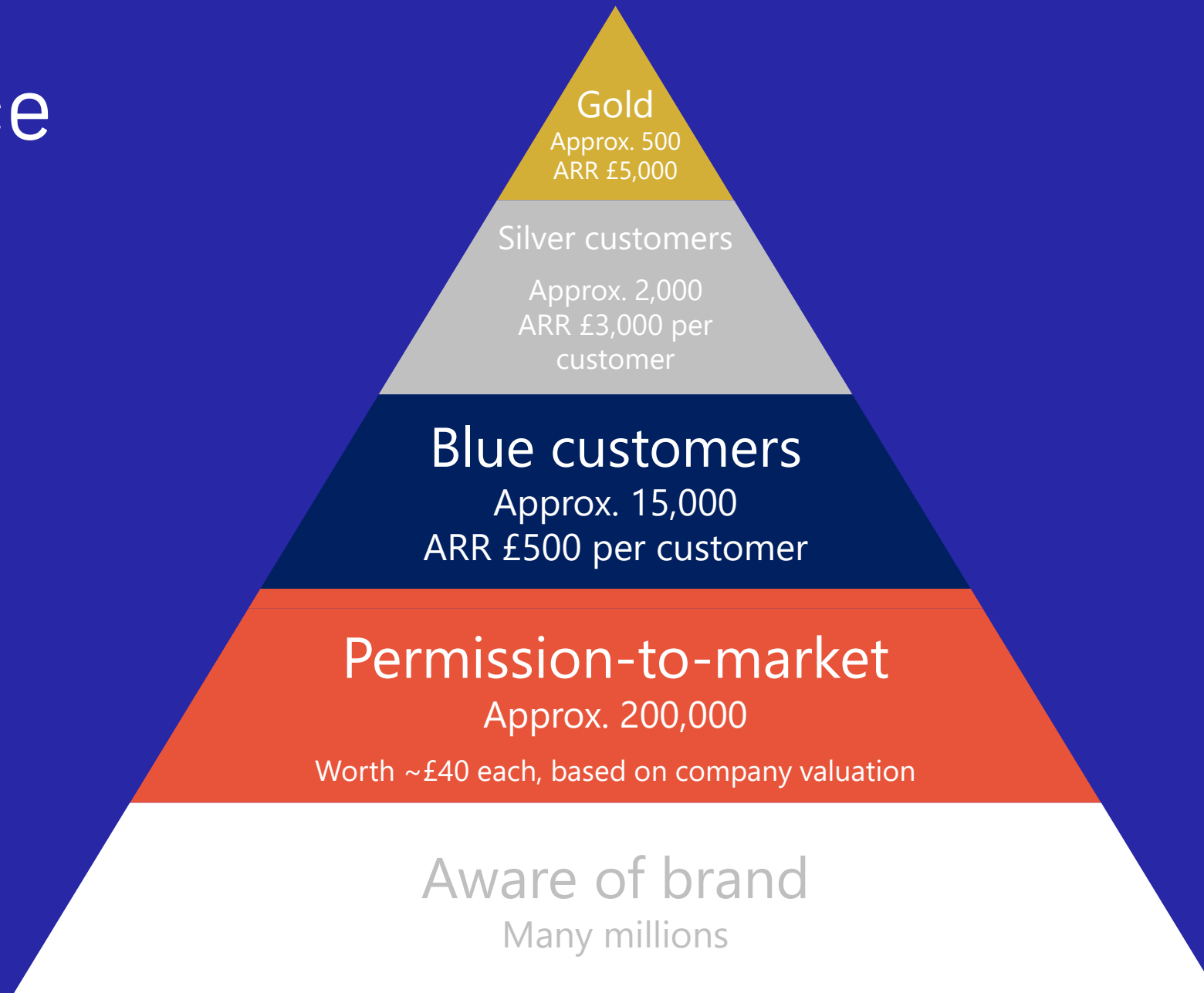
Flow



Flow



Balance



All customers are equal, but some are more equal than others

- We want “permission to market” to as many people as possible
- But a Senior Decision Makers (SDM) is more valuable than an end-user because she:
 - Influences the purchase for a *whole team*
 - Is more likely to purchase a *higher value solution*, rather than a point tool
- Crudely, if an SDM buys the premium product for a team of 10, rather than an end-user just buying the basic version for himself, then she is ~50-100x more valuable to you.
- In reality, end-users are crucial for **Word-of-Mouth** and supporting the team-sale, so difference isn't as extreme as this

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