



How to Measure Marketing Results



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Measuring the results of marketing and communications programs to the construction industry can be complicated by the sheer number of customers, channels, extended sales cycles and lack of formal measurement systems. Sensitive to these issues, consider several practical approaches to more effectively measuring marketing results.

First, define goals and objectives. Prior to embarking on new marketing initiatives, develop a plan with specific, quantifiable objectives, e.g., achieve \$5 million incremental sales....realize 15,000 inquiries...sell-in displays at XYZ account.

Next, develop and utilize a customer database that captures promotional responses, website registrations, advertising and trade show inquiries. Ideally, the database should integrate with your corporate information systems to report sales transactions, purchase history, new customer gains and losses (acquisition and retention), and other detailed information.

To feed the database, use direct response mechanisms in all communications to capture prospect information—800 numbers, website registrations, business reply cards, fax back forms, catalog registrations, warranty cards, even coupons. Offer a valuable reward to respondents, e.g., send for a FREE Merchandising Ideas Guide.

Code all communications with identifiers for each campaign, media vehicle or list. Track and report all responses to support future media selection. In-bound calls can be tracked with an 800# extension. Business reply mail and Email campaigns can be coded. Split-run test alternative offers or creative. Compare response rates.

Qualify prospects using surveys or telemarketing—identify intention to buy, purchase timing, decision-making responsibility, application and purchase

[How to Measure Marketing Results \(cont'd\)](#)

potential. Sales and service personnel must be trained to query new customer “source of exposure”.

Conduct market research including pre- and post-campaign surveys to identify awareness levels and perceptual changes. Periodically survey customers to determine satisfaction. Use customer and dealer committees to test and evaluate marketing programs.

Always document and report verbal feedback from customers, prospects, dealers and sales personnel. Use training programs, seminar events, and website Email to elicit customer feedback.

Despite the many issues that complicate marketing and communications measurement, applying these and other techniques will improve measurement effectiveness, and ensure continued funding.

FUSION b2b is a full-service, strategic marketing and creative communications agency focused on business-to-business markets. Clients include USG Sheetrock, Panasonic, AMCOR packaging, OMRON electronics, Woodworking Machinery Industry Association (WMIA), ITW, Tyco Electronics, and others. For more information or press kit, contact Heather Hawes.

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MEASUREMENT TIPS

1. STATE GOALS
2. USE A DATABASE
3. EMPLOY RESPONSE MECHANISMS
4. CODE AND TEST
5. QUALIFY PROSPECTS
6. CONDUCT MARKET RESEARCH
7. ELICIT FEEDBACK