

HOW TO... Demonstrate marketing effectiveness to the board

Proving the marketing departments worth and demonstrating ROI are constant battles.

Maeve McDonald, CEO of McDonald Butler offers advice on how to achieve this

It's time for that all important board meeting. Top of the agenda is the marketing plan followed by its consequent ROI. Palms are hot and figures don't add up... and yet again, marketing is under fire from sales to prove the value its returning to the business.

You can avoid this situation by creating a clear and concise review document. It will have considerable impact and help you to build the business case for on-going and increased marketing activity.

As well as an executive summary, contents page and a list of objectives (of up to six bullet points), an effective review document should incorporate the following:

1. Strategy

Clearly show your strategy to build pipeline and prospects. If that be via the AIDA scoring template (awareness, interest, desire, action) of moving prospects through the buying cycle, explain how this works and what each stage involves. Include your metrics.

2. Marketing activity

This incorporates the actual marketing activity conducted including the target audience, what regions and verticals were covered and the type of marketing activity.

3. Results

The results section is key and makes up the main part of your review. You need to demonstrate the prospect community you have created and the sales pipeline built. Your results should list the marketing activity undertaken alongside the outcomes. If relevant, you should include the number of customers (and from which companies) who attended an event and a

list of the opportunities identified. An effective way of showing the board who you have connected with is by including a slide of logos from all the speakers/partners and prospects engaged.

Furthermore, for lead generation results, ensure that you include what the target was for sales meetings at the start of the campaign, as well as the actual result –



“Proving ROI to the board, or your clients, through a clear and concise review document can help build the business case for on-going and increased marketing activity”

Maeve McDonald, CEO, McDonald Butler

detailing when, what and who were involved in these meetings. Also include leads that need further nurturing. This will show the marketing funnel that represents the sales pipeline of tomorrow. Highlight which current sales leads are opportunities with a value attached to them.

These results can then be clearly shown

in your AIDA scoring template with conversion rates worked out between each stage (or adapted according to your strategy). This will allow you to predict future results based on future activity.

List your wins, as well as any key opportunities identified and currently being progressed by sales. Tabulate your results. Clear tables showing your results by listing targets against actuals are a good way to keep busy board members interested. Pie charts will also show the proportion of your community that you have engaged with.

If your marketing plan covered several regions, break the activities down and dedicate a slide or two to each. Make sure you show any visuals – a screen shot of your event invitations and online communications campaign can add variation and creativity to your review.

4. Conclusions

If available, start with a variety of quotes from prospects. This adds credibility to the review. Next, document the results alongside the marketing and sales funnel – including investment in, and results out. This is a powerful slide as you can show how many qualified leads were sent to sales and the number of confirmed opportunities, with a conversion rate of the two – as well as what's sitting further up the funnel to keep nurturing. Tabulating objectives against results will also show if targets were met. Finally, offer eight to 10 key points of the campaign highlights.

5. Analysis and next steps

Include what was successful and why, as well as what was not so successful and the lessons learned. Finally, detail the action plan moving forward.