

Measuring and Managing Market Performance



Measuring marketing performance increases control. The results give clear understanding to the diverse elements that make up a marketing campaign, so that confident and informed decisions can be made. Effective management ensures that the campaign continues on a profitable and desired route, especially when change is required. This highly interactive workshop will enable you to:

- Measure and understand marketing performance results
- Make solid marketing decisions based on evaluations
- Creating good predictions to bring about desired outcomes
- Understand brand value
- Demonstrate marketing's contribution to business goals
- Understanding key variables in managing marketing

Who Will Benefit?

Marketing managers, product managers and product portfolio managers

Course Outline

- The requirements of effective measuring systems
- Basic control concepts
- Forms of control
- Audits
- Budgeting
- Variance analysis
- Measuring brand value
- Behavioural factors
- Taking corrective action
- Bench marking
- Responding to competitive attacks
- Management reports

Duration

2 Days

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