

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

# Course: Measuring Marketing Effectiveness & ROI

| Code | City | hotel | Start | End | price | Language - Hours |
|---|---|---|---|---|---|---|
| LC-459SA | Dammam | Hotel Meeting Room | 2027-10-31 | 2027-11-04 | 9950 SR | En - 25 |

## Why Choose this Course?

This highly-interactive course will put great emphasis on the importance for an organization to understand how every marketing dollar is being spent and what benefits their marketing campaigns are providing. Delegates will learn that by tracking their marketing Return on Investment (ROI), their companies/organisations would be able to evaluate the effectiveness of their marketing plan and make specific changes to improve their marketing initiatives.

Through interactive group discussion, delegates will discover how to use proven marketing analytics to streamline their marketing efforts and increase profitability. Upon completion of the course, delegates will be able to identify a range of techniques they can use to determine the profitability and effectiveness of their marketing plan.

**This course will feature:**

- How to assess the effectiveness of an organisation’s marketing ROI measurement program and make recommendations for improvement
- How to combine social media marketing networks with traditional marketing activities to improve ROI
- How to develop accurate marketing ROI calculations that can be used consistently across all marketing initiatives
- How to integrate measurement component into the marketing plan and budgeting process
- How to design an Action Plan for putting marketing ROI best practices into practice

## What are the Goals?

**By the end of the course, participants will be able to:**

- Describe relevant ways of measuring marketing ROI
- List the necessary elements of a Marketing Plan
- Assess and measure each marketing activity to maximize sales and minimize costs
- Explain how Market Segmentation and Customer Lifetime Value can be used to increase marketing ROI
- Discuss the types of social media marketing options and list the advantages, disadvantages and limitations of each one

## Who is this Course for?

**The course is suitable to a wide range of professionals who desire to learn best practices for measuring the Return On Investment (ROI) generated from their marketing efforts but will greatly benefit:**

- Sales and Marketing professionals
- Public Relations professionals
- Account Managers
- Department Managers
- Human Resource professionals

## How will this be Presented?

This course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes delegate's participation through a combination of group discussion, practical exercises, videos, role-play sessions, case studies, breakout sessions, and team

building activities.

Delegates will utilize best practices and benchmarking to model world-class customer service excellence. The comprehensive course manual has been designed to be practical, easy to use, and facilitate learning.

## The Course Content

### Day One

### Principles and Best Practices of Measuring Marketing ROI

- Benefits of measuring marketing ROI
- Assessing your organisation’s marketing ROI culture
- Case study: How Leading Companies Assess Marketing ROI
- Necessary elements in developing a Marketing Plan
- Key components to measure marketing ROI
- Implementation considerations / Control to achieve effectiveness

### Day Two

### Strategies for Measuring Marketing Performance

- Marketing Plan budget considerations
- How to incorporate ROI measurement into the budgeting process
- Measuring customer satisfaction
- Market Segmentation: Identifying high value customers
- Market Segmentation Strategies
- Brand Management and the Marketing Mix

### Day Three

## The Value of Social Media and Internet Marketing

- Social media marketing tools
- Case study: Social Media Marketing ROI
- Search Engine Optimization strategies
- Leveraging social media marketing networks to increase ROI
- Monitoring your company’s social media reputation
- Preparing a Social Media Damage Control Plan

## Day Four

## Marketing Performance Measurement to Maximize Growth

- Roadblocks to effectively measuring marketing ROI
- Marketing ROI challenges and opportunities
- SWOT Analysis
- Determining Customer Lifetime Value (CLV)
- Best practices and tools for measuring marketing effectiveness and ROI
- Performance Measurement for continuous improvement

## Day Five

## Leading the Way to Greater Marketing Success

- What is your Action Plan?
- Your attitude makes a difference
- Teambuilding exercise
- Setting SMART Objectives
- Time management tips to increase daily productivity
- End of course review an assessment

**The Scandinavian Academy for Training Center** adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

**Program Timings:  9:00 AM to 2:00 PM**

**The program includes:**

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

# Our Success Partners

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