

Marketing Metrics Primer

Start Here. These Are The Basics of the Basics.

This marketing metrics primer is for owners of small businesses and marketing executives of large businesses – especially those who have had little or no experience with marketing metrics (marketing measurement). I have [said](#) that this web site is an introduction to marketing metrics. Well, this primer is an introduction to the introduction. It is written in straightforward language and simple math.

The Marketing Metrics Process

This primer (introduction) shows you practical techniques for measuring the results of your marketing program. These step-by-step techniques are the components of a marketing metrics process. The process will:

1. Help you determine the profitability – [Return on Investment \(ROI\)](#) or [Return on Marketing Investment \(ROMI\)](#) – of your program.
2. Help you optimize your program to achieve the highest possible profitability.

If you have never measured your marketing profitability before, this primer will show you how.

If you already have a profitability-measurement system in place, this primer may help you strengthen your measurement system and identify profits you've overlooked. Most measurement systems unintentionally understate profitability. Later, I'll explain why. But first, I need to cover something fundamental. I need to define two terms as used in this primer: "results" and "measurement."

Definition of the Term "Results"

Marketing programs, including advertising and public relations (PR) programs, can produce three types of results:

1. Awareness: The target audience knows something about your company, product or service.
 2. Perception: The target audience thinks about your company, product or service in a certain way.
 3. Behavior: The target audience does something (e.g., buys your product or service), or refrains from doing something (e.g., doesn't boycott your company).
- There are effective measurement techniques and tools for each type of result. However, in this marketing metrics primer you and I are interested primarily in behavior, because only behavior affects profitability directly.

So when I use the term "results" without any modifiers, I mean actual behavior.

Definition of the Term "Measurement"

Metrics Primer

Jin-Ying Zhang



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