

MAKE IT COUNT:

5 STEPS TO MAXIMIZE MARKETING ROI



SPARXOO

HELLO, TRENDSETTER

The last time you were called into the boardroom with your CEO, did you scramble to show how your digital marketing efforts made bottom-line impact? Were you so focused on speed/creative/[insert time zap here] that your efforts became disconnected from business objectives? Was your campaign so complex that you were unable to tie campaign-level metrics back to ROI? Then this guide is for you.

It's time to boost your marketing ROI, which requires an easier-said-than-done shift in perspective from campaign level data to business metrics (read: the bottom line and strategic goals). To do so, you need to get your internal stakeholders involved early and often, align your objectives, identify your key business metrics, and empower your team to take the lead.

Warning: this transformation isn't for the faint of heart. For the fearless few who never back down from a challenge: we're ready to take you under our wings and help you kill it in your next meeting.

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STEP 1 – BUILD YOUR FOUNDATION

A marketing campaign that lacks business-driven objectives and executive buy-in is like a flightless bird: it simply can't get off the ground. (And let's face it: that's downright pathetic in the corporate world.) Prior to a campaign launch, set yourself up for success by identifying your objectives and planning a roadmap for maximum ROI impact.

To help you get started, here's a quick lesson in Marketing 101: marketing campaigns that are misaligned with business objectives are destined to fail. It's important that you collaborate with your executive team to ensure that marketing goals are SMART—specific, measurable, achievable, relevant and timely—and most importantly, are aligned for bottom-line impact and can be mapped to ROI.

Once you've finalized your objectives (quarterly revenue goals, lead goals, conversion goals—oh my!), you'll need to gain the confidence of your senior leaders. Don't be shy—get out there and strut your stuff. It's time to sell your strategy. Show that you can connect the dots between marketing and finance, and you'll quickly become a marketing wizard. Unveil the power of connecting the CMO and CFO, and executives will embrace your marketing ideas and provide the resources you need to spring them into action.

Lastly, we hate to break it to you, but click-through rates are hardly impressive to CEOs; but how these same metrics optimize the customer funnel, lead to conversions, and impact the bottom line is impressive to them. If you want a permanent seat at the executives' table, you need to stop talking about campaign-level metrics and start talking about the percentage of revenue influenced by your marketing efforts (more on that later, we promise).

Quick Hack

Don't start your campaign until you know the objectives your boss is trying to conquer. Try asking:

- 1 What are your current pain points?
- 2 How aggressive are your business growth goals?
- 3 Who are the key stakeholders I should be speaking to?
- 4 How many levels of access will I need?

(i.e. access to IT for martech stack deployment, analytics for monthly metric tracking, etc.)

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93 PERCENT OF CMOs
ARE UNDER INCREASED
PRESSURE TO DELIVER
MEASURABLE ROI.

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[Ad Age]

STEP 2 – ASSEMBLE YOUR ALL-STARS

Quick Hack

To win buy-in from your allies, you need to:

- 1 Create a strong value proposition that all key team members can rally behind.
- 2 Identify areas of mutual benefit and highlight how their involvement supports their larger strategic goals, too—especially for non-marketing team members.
- 3 Promote discussion. They'll be more likely to devote resources to your initiative if they feel like they have a voice—even if it falls outside of their job descriptions.

After you've developed a winning strategy and painted a clear picture of success, you'll need to assemble a high-performing team to carry out your campaign. Luckily, we've got three foolproof ways to build a team that is willing to dig in and make impact:

1 Identify your gaps.

Not all marketing projects are created equal. Before you get your hands dirty with building the campaign, do an internal audit to identify your gaps: Will you need creative design? Compelling content? Marketing automation and lead generation expertise? IT and web development? Ask yourself what type of assets you will need to carry out the campaign from start to finish.

2 Build your allies.

Once you've identified your campaign needs, you'll need a roster of experts who can execute, optimize and analyze. Look beyond the jack-of-all-trades and empower these specialists to activate their deep, expert knowledge, which will allow them to suggest optimizations you may otherwise overlook.

3 Connect your departments.

In order to determine the success of your marketing campaign, you need to determine who it influenced. In addition to IT, many of the customer-facing departments play valuable roles in ensuring this data is tracked correctly. For example, let's say that you have a field in your database that lists the source of a lead; this information about the prospect will need to be tracked through the entire buyer's journey until they convert. Take the initiative to work through your company departments and make sure they can effectively carry out their roles. Whether it's building marketing technology stacks alongside IT, offering ongoing training for sales, or revamping customer support to boost satisfaction, it's up to you to lead the charge and organize how it happens.

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TOP PERFORMERS ARE MORE
LIKELY (74% VS. 65% OF
OTHER COMPANIES) TO
RESOURCE DIGITAL PROJECTS
WITH CROSS-FUNCTIONAL
TEAMS OF BUSINESS,
TECHNOLOGY AND USER
EXPERIENCE SPECIALISTS.

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[PwC]

STEP 3 – PREPARE FOR TAKE OFF

Now that you've set yourself up for marketing greatness, all that's standing in your way is defining your key metrics that will lead to ROI greatness. And while tracking and measuring your campaign success is key to maximizing ROI, only 8% of marketers consider themselves "very successful" or "extremely successful" at tracking content marketing ROI. [\[LinkedIn\]](#)

When defining your success, it's key to keep your eye on big picture. Repeat after me: campaign-level measurements and business metrics are not one and the same. Campaign metrics, like social shares and pageviews, tend to give marketers a false sense of effectiveness. Are they important? Yes. But they're easily influenced and unreliable as sole indicators of ROI success. Campaign metrics are like an ego boost; high numbers might indicate that the channel or initiative is working, but without showing how they lead to conversions, they don't always correlate with bottom-line impact.

On the other hand, business metrics focus on the data that matters, like conversions, return on marketing investment (ROMI) and customer lifetime value. They're actionable and tie in to bigger business objectives; they paint a black-and-white picture of how much money you're generating from specific tactics and campaigns, and they guide business decision-making.

Still confused? We don't blame you—that's why we've compiled a list of common campaign and business metrics to highlight the difference:

Campaign Metrics	Business Metrics
Pageviews Unique Visitors Click-Through Rates Social Follower Counts Form Completions	Cost Per Lead Lead to Customer Conversion Rate Cost of Customer Acquisition Customer Lifetime Value (CLV) Return on Marketing Investment

Quick Hack

Having problems with tracking? Try:

- 1 Figuring out the level of difficulty. Many basic problems—like access to conversion tracking systems—can be resolved simply by knowing which stakeholder to ask.
- 2 Taking the lead for more complex problems—like misaligned martech stacks or improper tracking in CRMs—and initiate cross-team collaboration to resolve.
- 3 Partnering with experts who can help integrate and attribute marketing actions to sales.

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OF THE COMPANIES USING
MARKETING AUTOMATION AND
ROI METRICS, 69% REPORTED AN
INCREASE IN TOTAL MARKETING
REVENUE CONTRIBUTION.

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[\[CMO.com\]](#)

STEP 4 – SPREAD YOUR WINGS

All that meticulous preparation has paid off, and now you're officially ready to launch your campaign, spread your wings and soar.

Once you push your campaign live, establish a timeline for analysis and reporting based on the average length of your sales cycle. For example, companies with fast-paced sales cycles—like retailers—are able to track campaign-level metrics back to business metrics much faster than those with slower-moving sales cycles—like B2Bs—because the purchasing decision is much less intensive and there are fewer decision-makers to convince. Depending on where your company falls in this mix, you may need to spend more or less time focusing on campaign metrics before tying them back to business metrics.

With your analytical insights in hand, now it's time to bring back the prized game to show your boss. You worked hard for this, so be proud when you share your results and show how you're impacting the bottom line. After all, if the leaders of an organization don't know that you're making marketing-related decisions by using ROI, then all of your efforts are in vain.

Quick Hack

Identify which channels are most optimal for the campaign and reinvest accordingly by:

- 1 Using agile marketing as a framework to set up experiments and frequent evaluation of campaigns.
- 2 Shifting your mindset from quarterly evaluations to monthly—or even weekly—evaluations, depending on your campaign type.
- 3 Failing fast. Deconstruct every miss or loss so you can explain what you learned from it, then pivot quickly.

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[Forbes]

STEP 5 – SEARCH FOR NEW OPPORTUNITIES

Getting your campaign up and running is only half the fun—now you get to test and optimize. Campaign optimization is an iterative process, so continue monitoring your analytics to keep your instincts sharp and learn how to tweak and adapt your strategy.

Regularly test your campaigns to identify new ways to improve both your targeting strategy and your user experience strategy. To test your targeting strategy, watch your audience, your channel and your messaging like a hawk. Are you effectively reaching your audience on the channel they frequent the most? How are they responding to your messaging? Are they engaging with your content, or is it falling on deaf ears? If lack of engagement is your issue, consider exploring other channels or creating more consistent brand messaging.

As for user experience testing, perform A/B testing with landing pages, content, color schemes and call-to-action buttons to figure out what works best for your audience. What format gets users to fill out more gated forms? What color drives users to click the CTA button more often? A simple tweak can lead to much more satisfying ROI results.

Quick Hack

Once you figure out your optimal channels, don't stop there. Try:

- 1 Taking a portion of your budget and diving into channels you may not normally try—like Reddit advertising or native ad units—and go where your brand has never gone before.
- 2 Create a culture that celebrates continuous optimization and testing, because you never know when you'll strike gold.
- 3 Keep an eagle-eye on the technology and marketing trends horizon, and look for promising opportunities to become an early adopter.

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73% OF COMPANIES
THAT HAVE INCREASED
THEIR CONVERSION RATE
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CONVERSION RATES.

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[Econsultancy]

PUTTING IT ALL TOGETHER

Now that you have all the necessary pieces, it's time to solve the marketing ROI puzzle once and for all. But don't worry, you don't just have to wing it. Partnering with a digital agency like Sparxoo can show you how to maximize your ROI marketing strategy and accelerate growth for your organization. So what are you waiting for? **Let's chat**—we don't bite...usually.

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