

MARCOM CORNER:

Your Answers to Marketing & Communications

TOPIC: TRACKING RESULTS

What good is a communication and marketing plan if you don't know if it's working? Being able to evaluate and measure your results is an important key to a successful campaign. Here are some steps on getting started from Robin D. Cook, Founder and CEO of Marketing with a Flair.

1. Identify specific and measurable goals for all communication and marketing efforts.

It's essential to first understand what you're striving to achieve and why. Is it increased awareness about your business? Is it a specific number of unique page views on your Web site? An increase in prospective consumer phone calls? Set goals that are manageable and attainable.

2. Strategically plan how your efforts will be measured and how you will get there.

What procedures do you have in place to achieve your goals? Do you have an adequate budget? Do you have processes in place to manage the marketing efforts? Before implementing a strategy, be sure that you're operationally sound.

3. Establish ongoing measurements and tracking processes.

Decide what measurement methods will best serve your objectives. Will benchmark and ongoing research meet your needs? Is it tracking the amount of media visibility or measuring Web analytics to evaluate emerging interactive activity?

4. Evaluate your results and make appropriate adjustments.

What have you accomplished? Were your goals attained? If not, evaluate what you can do differently. It's important to have a flexible communication and marketing plan that you can adjust as necessary.

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THE ROAD TO MORE EXPOSURE?

Cars Could Be Key to Your Marketing Future

By Christia Gibbons

You can call it a traveling billboard, mobile message or a brochure on wheels. A new Phoenix-based company allows your customers to see your message simply by glancing at the car in the next lane, ahead in traffic or in the parking lot at the grocery store, doctor's office or school soccer field.

At a time when advertising dollars are tight, call it super targeted marketing. Driven Media pairs a company's message with a driver going to and from places your customers are likely to be.

Take the Children's Museum of Phoenix and mom Patti Martin. Martin, a mother of four, still has two kids at home (when they're not being toted from one swim meet, church or social activity to another). She was looking for a way to make a few extra dollars when she saw a Driven Media ad for drivers. It also helped that her Nissan X Terra SUV would be wrapped in a message she could believe in.

"I've had people pull up beside me at traffic lights wanting information on the museum," Martin said. "So, I just hand them some brochures and museum passes out the window."

Marion Wiener, the museum's marketing director, says this type of advertising was made to order.

"As a new museum, branding our logo and name is a key goal for us," Wiener says. "We love the concept of getting directly to the moms out there and having one-on-one conversations with them."

Driven Media, which started earlier this year and now has 300 drivers, was Brandon Clarke's own way to get in on a more promising venture than his Arizona Vacation Homes real estate business.

"The idea is that the vehicle wrap gets the exposure, but it's a conversation starter," Clarke says.

Businesses pay Driven Media \$850 to \$2,500, depending on the length of the campaign. In an age where every dollar is important, this is definitely an ad strategy that goes the extra mile.

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The Driven Marketing Group, LLC
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Brandon Clarke may have found a vehicle for innovative marketing. Patti Martin helps drive the point home.