

the ROMI culture

Transform your marketing organization to deliver continuously improving marketing effectiveness while maintaining customer centricity. Squeeze more out of your marketing budgets to achieve better results.

Strengthening the brand while operating by the numbers can now be done in tandem. By transforming their marketing organizations to have a ROMI Culture™, savvy marketing executives can nurture and grow their brands, and maintain focus on their customers without sacrificing effectiveness.

What is ROMI Culture?

At its root, a culture is a shared set of values. A company culture defines what organizations value, how they act, and what they spend their time on. When a marketing organization has a ROMI Culture, they have changed their mindset and re-oriented their thinking by embracing the values associated with understanding and driving marketing ROI. A ROMI culture is one where a marketing department uses metrics and analytics to drive marketing priorities and plans. The organization rallies around those programs that quantifiably improve customer satisfaction, that increase the brand experience, that deliver revenue.

Language and data in ROMI Culture

To help develop a ROMI Culture, an organization must first have a common language – a basic set of marketing ROI concepts and definitions, so they can understand how to start applying ROMI principles. Additionally, having customer-centric data is critical to breeding a ROMI Culture. In an ideal world, marketers

have all the data they need to make the right decision every time. They know as much about their competition as they know about themselves. And they have an intimate understanding of their customers' preferences, needs and buying behaviors.

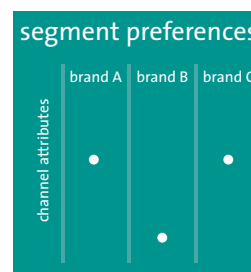
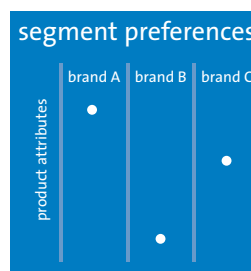
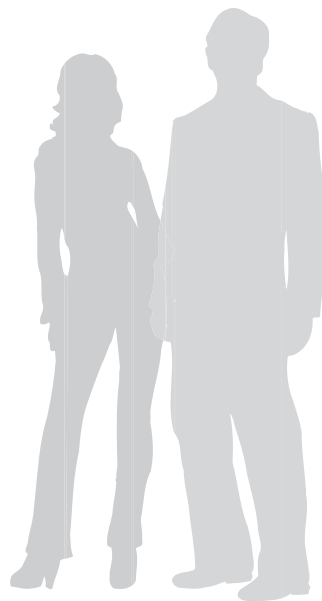
In reality, very few companies have this level of information. Most companies barely have enough data to determine the revenue impact of their marketing activities. Few companies have the ability to compare the results of one program versus another. Fewer still have the ability to model their markets, playing their activities against those of the competition but in lockstep with the needs of their customers. Having a common language and understanding of marketing ROI principles helps an organization improve their data collection processes.

Marketers must be able to make decisions based on the data they have, but also determine how they can advance their decision making quality to the next

level with improved data and improved modeling. With improved data collection, they provide themselves with the possibility to build a model that can effectively apply that data to support and enhance decision-making.

A Framework for Developing a ROMI Culture

The ROMI Culture utilizes two key constructs of continuous improvement that help senior marketing executives improve their results while keeping their eye focused on their brand and their customer.



Having a metrics-driven understanding of your customer is a key ingredient in a marketing organization with a ROMI Culture.

■ The ROMI Continuum™ delineates the next steps to increased competitiveness and marketing effectiveness. It allows marketers to operate effectively with their current level of modeling while they work towards advancing to the next level of sophistication. The ROMI Continuum defines where an organization is along the continuum of implementing marketing ROI and metrics principles within their organization. Then, an organization's ROMI Culture can help improve their abilities across this continuum.

■ The ROMI Framework™ defines a clear, metrics-based model of a company's market, allowing marketers to improve results for both the short and long term. The ROMI Framework provides marketers with a model and a set of appropriate tools, depending on where they reside along the ROMI Continuum and a nomenclature for how and where an organization should focus first on improving their ROMI.

How a company applies the ROMI Framework to their market is highly dependent on where they reside in the continuum and what levers in the ROMI Framework provide the greatest return. For example, a chain of quick serve restaurants may want to develop their first marketing mix model based on a statistical analysis of their marketing activities and sales volumes. A medical devices provider may want to improve their marketing mix by accurately calculating the end-to-end costs of all of their marketing programs. A consumer electronics company may wish to understand the social networking implications on the long term use of PDAs.

Benefits of a ROMI Culture

The ROMI Culture allows you to operate your marketing organization based on a clear model of your market. It allows marketing executives to make many, clearly defined small steps to deliver long lasting results along a continuum of improvement. The result is improved decision making and resource allocation based on valid marketing metrics for both the short and long term.

Benefits to your organization operating with a ROMI Culture include:

- Reduction in inefficient spend by 10-15%
- Improved response rate to advertising by 125%
- Shortened marketing process time by 30-40%
- Top-line revenue growth of 10-20%
- Bottom line growth of 3-5%

ROMI Culture is a Process

DemandG helps marketers to implement a ROMI Culture so that they can be more competitive and achieve higher results. It starts by providing an organization with the training, concepts, and processes to start building a marketing organization that thinks and acts based on quantifiable metrics. Some key services include:

- ROMI Training – Understand the key ROI concepts, techniques, tools, and issues using our proven case-based workshops and training sessions.
- Data and Process Audit and Analysis – Understand where you are on the continuum today, what data is missing and needs to be gathered, what processes may require improvement.
- Infrastructure Consulting – improve key attributes of the marketing department such as modeling, method and innovation.
- ROMI Consulting – Ranges from market modeling, consumer behavior simulation, strategic decision support and scenario analysis.
- Change Management – Put together a plan to help move the organization towards metrics-driven job descriptions, performance reviews, and processes.

About DemandG

DemandG is a marketing ROI consultancy providing strategy and execution services to accelerate revenue growth and deliver more bang for the marketing buck. DemandG helps organizations pinpoint the greatest levers of revenue in their business, and then creates and executes a plan to exploit those levers. As part of the process, DemandG changes the way an organization thinks about marketing, as it transitions them to operate in a ROMI Culture. With DemandG, analytics, strategy, creative, and execution is driven by the client's marketing metrics, not by our own service portfolio. DemandG has successfully delivered strategic and marketing ROI consulting for a wide range of companies both in the US and abroad in many industries, including high tech, insurance, CPG and services. For more information, visit www.demandg.com or email info@demandg.com.