

# Building Your Marketing Machine *for* Strategic Advantage & ROI



## Workshop Topics

### ADVANCED MARKETING TOPICS

- Purchase Funnel
- Marketing Data
- Calculating ROMI
- Marketing Modeling
- Marketing Agility

### CONSUMER CHOICE

- Need States
- Awareness
- Purchase Intent
- Penetration
- Consideration & Brand Relevance
- Loyalty; System 1 / System 2 thinking

### INTERACTIVE

Discussions, Case Studies, Group Exercises

## ProRelevant Marketing Excellent Workshop Series

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Marketers are constantly looking for new ways to build strategic advantage. Now marketers must strive for operational excellence. They need to build their marketing operations into a machine that provides:

- Superior returns
- Predictable sales for a given marketing investment
- Create & leverage the right infrastructure to deliver the highest possible growth in brand, sales and profits

This workshop will help you and your team to transform your marketing from an expense center into a revenue generating marketing machine.

### Who's it for?

Marketers at all levels and across all verticals

### When/Where?

- Atlanta - Sept 26/27
- Miami - Oct 3/4
- Nashville - Oct 7/8

1st day: 8:30AM to 5:00PM

2nd day: 8:30AM to 4:00PM

**Sign-up now!!!**

[ProRelevant.com/Marketing-Workshop](http://ProRelevant.com/Marketing-Workshop)

**PRO**Relevant  
Marketing Solutions

# Workshop Syllabus & Presenter

## Building Your Marketing Machine

In this 2 day workshop, you will learn how to transform your marketing from an expense center into a revenue generating marketing machine from the people who wrote the ROI of Social Media and Marketing Machine.

### Session 1: Introductions

- Benefits of a marketing machine
- Marketing planning hierarchy
- **DISCUSSION:** INSURANCE CASE STUDY

### Session 2: Advanced Marketing Concepts

- The purchase funnel
- Marketing data
- Calculating ROMI
- Marketing modeling
- INSURANCE B2B2C CASE STUDY
- **CASE STUDY:** FINANCIAL SERVICES: DIMINISHING RETURNS vs. CHURN

### Session 3: Consumer Choice

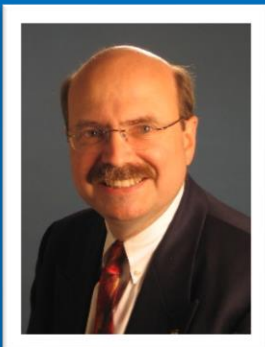
- Need states
- Awareness
- Purchase intent
- Penetration
- Consideration and brand relevance
- Loyalty, System 1 and System 2 thinking
- **CASE STUDY:** PHARMA (B2B2C)
- **CASE STUDY:** CONSUMER PACKAGED GOODS
- **CASE STUDY:** APPAREL INGREDIENT BRAND
- **GROUP EXERCISE:** Consumer choice

### Session 4: The Marketing Machine

- Marketing agility
- Owning the future
- Agile marketing budgeting
- Building the future
- **CASE STUDY:** FAST CASUAL RESTAURANTS: DENNY'S SUPER BOWL SUCCESS
- **CASE STUDY:** FINANCIAL SERVICES
- **CASE STUDY:** CONSUMER PACKAGED GOODS: AN UNSUCCESSFUL, NEW COMPETITIVE LAUNCH INTO YOUR MARKET

### Session 5: Conclusion

- **CASE STUDY:** OREO: YOU CAN STILL DUNK IN THE DARK
- Building an objectives-based marketing plan by consumer segment
- **GROUP EXERCISE:** Summary



## Workshop Facilitator

**PRO**Relevant

Guy R. Powell, founder and President of ProRelevant Marketing Solutions, specializes in delivering critical, advanced analytics software and consulting to help global brands boost revenue.

He is also the author of **Marketing Machine: The Secret History of the Future of Marketing**, **Marketing Calculator: Measuring and Managing Return on Marketing Investment** and the coauthor of **ROI of Social Media: How to Improve the Return on Your Social Marketing Investment**.

Guy has trained thousands of marketers around the world on this and other strategic and tactical marketing topics. Contact him at: [Workshops@ProRelevant.com](mailto:Workshops@ProRelevant.com).

# Workshop Reviews and Details

“THIS WORKSHOP WAS ENTERTAINING THROUGHOUT. THERE WERE A NUMBER OF TACTICAL AND STRATEGIC THINGS I LEARNED THAT I’D NEVER BEEN EXPOSED TO BEFORE.”

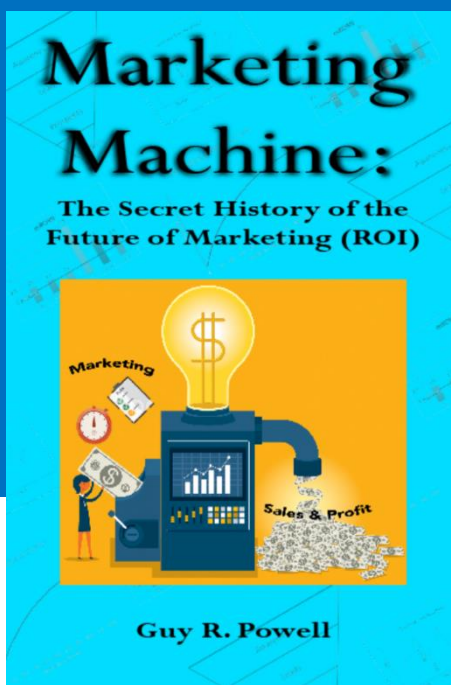
Director of Marketing / Financial Services

“THERE WERE A NUMBER OF CONCEPTS THAT WERE IMMEDIATELY IMPLEMENTABLE.”

Marketing Manager

“THIS WORKSHOP HAS A LOT TO OFFER. IT IS FULLY PACKED WITH KEY MARKETING CONCEPTS AND METHODS THAT CAN HELP ALL OF US.”

Marketing Operations



## Building a Marketing Machine

Marketers are tasked with delivering revenue in the short and long term in a predictable and reliable way at least cost. This requires a good understanding of their markets and market structure as well as a deep understanding of how media delivers short term interim value, such as awareness and purchase intent, as well as how that turns into short and long term revenue.

Marketers need to change the paradigm of their marketing planning to incorporate their knowledge of how effective their media is coupled with their expectations of future competitive action. It means their workflows between agency, measurement and strategic planning need to be re-structured and fully integrated so they can plan better and react better to maximize sales from their limited budgets.

FULL REFUND IF NOT COMPLETELY SATISFIED. CANCELLATION FEES MAY APPLY.