

BUILDING
A MARKETING
MACHINE
ONE GEAR
AT A TIME

Marketers need to be able to provide great results in a predictable, accountable way, so that they can meet and exceed corporate objectives, maintain and grow their budgets and earn their bonuses. They need a marketing machine where they can reliably insert dollars and extract sales and profits out the other side. The marketing machine concept was developed to provide marketers a roadmap to success in managing their marketing for best results, delivering high ROI and high certainty.

The first step along the way is to capture, track and review data in order to begin to link results to marketing actions. A marketing dashboard is the tool now being used to provide marketers the insights from data to help them accomplish this.

DATA:
TRACKING ACTIONS AND
RESULTS THROUGHOUT
THE JOURNEY



Designing Dashboards for Marketing Machines

For marketers these days data is everything. However, not all data is good data. Sometimes we focus on data that is easy to capture, versus data that is insightful to the business. Other times we analyze only small subsets of the data without providing a holistic view of how each marketing action is driving the business.

As one component of a marketing machine, dashboards help marketers wade through the data so they can make significantly better decisions on their path to help the company deliver sales at target at least cost with most certainty. One critical step along the continuum of building a MARKETING MACHINE is the capture, understanding and dissemination of marketing and sales data. Even without the rest of the MARKETING MACHINE properly constructed marketing dashboards can help focus on the right data and put it into proper context to make significantly better data-driven tactical decisions. They are one of the best tools on the market today to help visualize and derive value from marketing.

There are many dashboard platforms available, but the critical elements of any dashboard are:

- ▶ Understanding the customer journey
- ▶ Bringing disparate data sources together
- ▶ Providing the capability to dive into the data to extract new insights that aren't available any other way
- ▶ Do it visually. Put the spreadsheet on steroids. Remember, 2/3 of people are visual learners!



When designing a marketing dashboard, it must reflect key elements of the consumer/customer journey. This can have many facets to it. Is the journey only online or is it also offline? How do different consumer segments move through the purchase funnel on their journey? Or should the dashboard describe the whole category journey, moving from initial category awareness, through to vendor selection, purchase, repurchase and advocacy? The exact form of the consumer journey is different for every business and is dependent on many factors and these factors can change over time.

Here are a few critical dimensions to consider:

- ▶ The marketing mix changes over time
E.g., TikTok or connected TV is added to the marketing mix
- ▶ Data availability changes over time
E.g., the company switches from Google Analytics® to Adobe®
- ▶ The business question changes over time
This could be due to an upcoming new campaign launch, product launch or potentially a change in pricing strategy or the distribution channel

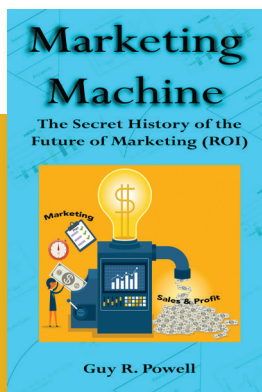
Most dashboards are tactical and are often provided by the data source. For example, Google Data Studio is great at monitoring online activities, but it tends to only focus on tactical metrics. Ideally, a marketing dashboard must be more strategic, and include traditional media, offline purchases, distribution, price or product changes. A more strategic dashboard would encompass all 4Ps as well as consumer and/or channel dynamics.

There are many other dimensions to a dashboard, such as:

- ▶ Success tracking against targets and budgets
- ▶ How the category overall is doing, seasonality, and other macro trends
- ▶ Executive summary to properly present your efforts to the executive suite. Don't forget, executives want insights and recommendations over simple data visualizations
- ▶ Data deep dive
- ▶ Departmental success tracking

Visualizations show just how well the human mind can process visual information. Tables of data as important as they are can never be as quickly processed as a simple chart of the right data.

Stay Tuned *for the next in our 3-part series*
on building a marketing machine:



Marketing Machine
The Secret History of the Future of Marketing (ROI)

For a detailed look at building
MARKETING MACHINES,

download the book from [amazon.com](https://www.amazon.com) or [lulu.com](https://www.lulu.com)

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404 816 4344