

## CHAPTER 3

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*“Yeah, but so many of my marketing programs fail. Do I really want everyone to see?”*

### **What’s in it for me?**

*“So why do I care about ROMI? Why wouldn’t I want to keep hiding those failures like I always do?”*

ROMI provides the ability to know when to increase your hit rate, to know when to invest more - or less - in planned activities and to keep proving your value to top management. When times get tough, you have a systematic methodology to re-align your priorities based on the new market parameters. You can be first in the ‘keeper’ line instead of the last.

When times are good, why not use ROMI and the illustration of the results of your efforts to achieve an increase in your raise and bonus? For the mid-level and entry-level marketers, if you are

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## Return on Marketing Investment

clearly showing that your efforts result in real revenue increases, you will stand out against those who can't. If you're not selling yourself, your accomplishments, or those of your department, you will not be looked upon in the same way as those who are.

At the senior level, ROMI is a tool allowing you to easily win those political skirmishes when you need to. To come out shining as opposed to coming out with your tail between your legs.

This is no more evident than when the budget process begins and you can show unequivocally that your programs have provided a superior level of return and therefore, you are entitled to a bigger slice of the pie. Instead of investing in more salespeople, you can show that you need more money to run your programs. Not only are you making the salespeople more money, but you are also making their job easier. Even better, you're increasing the bonuses of those who count – you and your boss! (Or is it your boss and then you?)

ROMI is a tool that allows you to come out shining when the budgeting process begins. In tough times it will allow you to be at the head of the keeper line instead of at the back.

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