

RETURN ON MARKETING INVESTMENT

Guy R. Powell

Top executives are challenged everyday to generate revenue and 'meet the numbers.' Marketing needs to have the answer when the CEO asks,

“Why should I invest in marketing when I can get better results by hiring more salespeople?”

In the past marketing only had to generate leads, improve brand awareness or develop flashy graphics. Now marketing must demonstrably develop programs that turn into revenue at a better return and lower risk than investing the same money into the sales department.

With Return on Marketing Investment Powell has developed the needed tools and methodologies to close the gap between marketing programs and sales results.

Return on Marketing Investment is a first of its kind tool for any marketing professional or any senior executive looking to improve their ability to produce real results in revenue growth. It will help the entire executive team understand how to look at marketing expenditures in a whole new light. With *Return on Marketing Investment* marketing people at all levels will be ready with the answer to that inevitable question.

Managing your Marketing Department

Return on Marketing Investment provides marketing and business people a methodology and language to help them bridge the gap between marketing investments and sales revenues. Whether you are the CEO, CFO, the marketing executive or the departmental manager, this book provides relevant examples and worksheets illustrating how to demonstrate a Return on Marketing Investment (ROMI) for real life marketing activities. Whether those activities are focused on lead generation or brand awareness, marketing can now show the results of their activities in a simple language understood by all management layers.

About the Author

CEO, Senior Consultant and Founding Partner of the Coacta Business Group, an Atlanta-based company providing sales and marketing services



for Business-to-Business companies, Mr. Powell has over 20 years experience in senior level business-to-business sales and marketing in both the US and Europe. He has helped numerous companies put their sales and marketing organizations in a position to grow revenue

at a cost and risk they can afford. Mr. Powell worked with A.T. Kearney, Inc. as a Management Consultant on a wide range of projects across many industries. Since then he has successfully grown revenues for a number of technology start-ups. His education includes an MBA from the University of Chicago Graduate School of Business and a BSEE from Lehigh University.