



## Profitable Marketing Communications: A Guide to Marketing Return on Investment

By Young, Antony; Aitken, Lucy

Kogan Page, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: 1. A need for a new marketing model How it used to be. The declining effectiveness of mass advertising The changing consumer Increased pressure on corporate profitability Growing pains The impact of interactivity The implications What this book sets out to do 2. A change in philosophy What is Marketing ROI? Studying the market Why Marketing ROI is difficult to achieve How should marketers respond ? 3. Our Marketing ROI stars Toyota Motor Corporation: driving in top gear P&G: a soap opera with a happy ending O2: How a 17.7 billion brand was born British Airways: dealing with turbulence Impossible is nothing. 4. Invest, don't spend The ICE checklist Decide whether you need to invest in marketing Marketing an alternative to acquisition The ladder of insight Our eight investor tips to profitable marketing communications Use these tools. 5. Concentrate on outcomes, not outputs Output obsessions Outputs that drive the wrong marketing What's the difference between an outcome and an output? Creating a Marketing ROI culture Setting the right metrics Useful metrics Turning metrics into objectives Targeting the right outcome How to focus on...



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