

LLYC

**Marketing
Impact**
by LLYC

MAKING MARKETING AND
COMMUNICATIONS ACCOUNTABLE

**EFFICIENCY AND
PROFITABILITY
MANAGEMENT**

LLORENTE Y CUENCA

ABOUT THE REAL ECONOMIC IMPACT OF MARKETING AND COMMUNICATIONS

Marketing Impact is LLYC's global business unit dedicated to audit, train, deploy operational models, and monitor worldwide corporations, agencies, and marketing professionals to increase efficiency and accountability in marketing and communications management. Thanks to a step-by-step evaluation and systematic approach, Marketing Impact can help determine the ROI of projects and campaigns for companies and organizations of all sorts.

1

CONSULTING

Helping companies and organizations to measure and improve their efficiency and profitability.

2

PUBLIC SPEAKING

Keynote conferences, master classes, roundtables, panels, and interviews, on and offline.

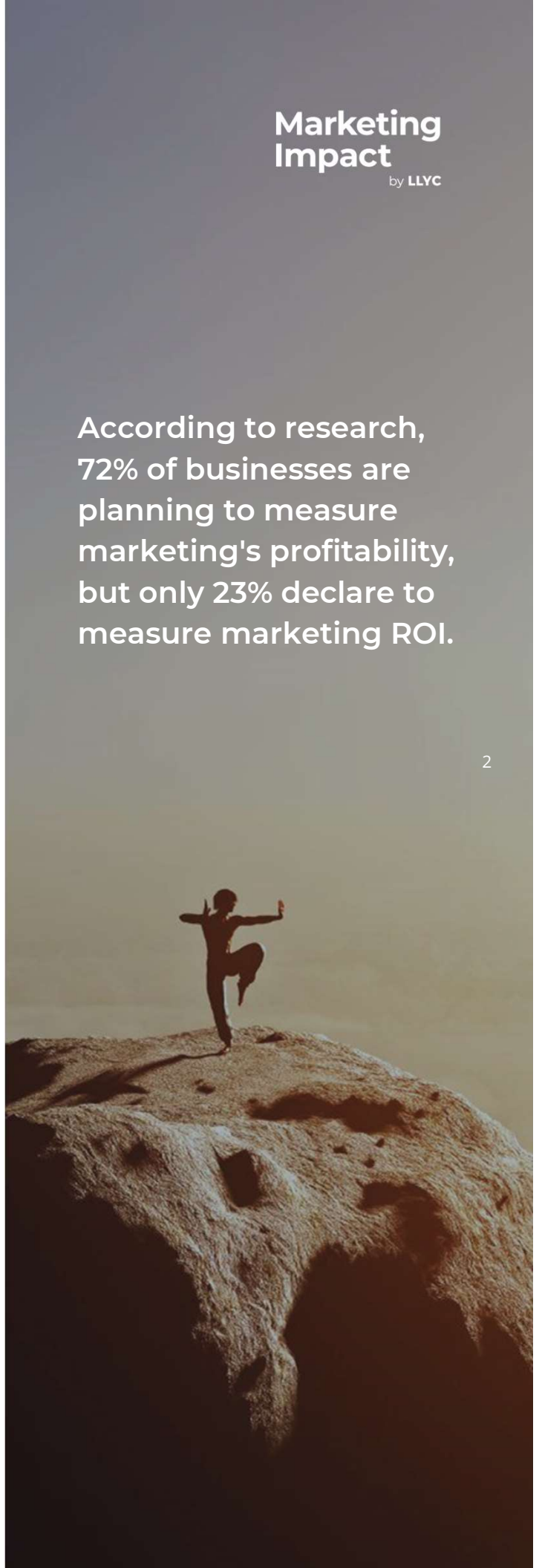
3

TRAINING

Workshops, seminars and webinars, courses, certifications, and boot camps on and offline.

Marketing Impact has helped companies across the world and its methodology is currently in use in more than twenty countries. Companies like Heineken, Philips, Novartis, Sanofi, Mapfre, EDP Renewables, and Schneider Electric have already benefited from it. Leading business schools in Europe and Latam have also embraced Marketing Impact's know-how as part of their executive education programs. Marketing Impact's contents have been featured by Forbes Magazine, the American Marketing Association (AMA), and the Association for National Advertisers (ANA), among others.

According to research,
72% of businesses are
planning to measure
marketing's profitability,
but only 23% declare to
measure marketing ROI.



1

CONSULTING

Marketing Impact's solutions are results-driven, business oriented, and always building convergence between economic, social, and environmental sustainability. Monitoring the real economic impact of intangibles such as image, reputation, net promoting score, stakeholders' relations, and corporate social responsibility are among the core evaluation Marketing Impact helps organizations with turning costs into investments.

SOME OF THE EXPECTED RESULTS

- Project validation prior to investment
- ROI sensitivity analysis
- Direct link to business impact
- Business-driven planning
- Projects opportunity costs
- Projects and campaigns ROI
- Comparable metrics
- Robust and credible economic results

3 published books

In more than a dozen business schools programs

Model in use in more than 20 countries

Finalist of the European Excellence Awards* (among 2500 projects)

Marketing Impact's CEO named 2020 Most Dynamic CEO by The CEO Magazine

SOLUTIONS

All of Marketing Impact's services aim at providing marketing, communications, stakeholder, and sustainability managers with tools that can deliver economic efficiency and accountability.

- 1 MARKETING AUDIT**
Kicking tires about efficiency and profitability
- 2 CUSTOMER VALUE SNAPSHOT**
How much is a customer really worth in cash?
- 3 ATTRIBUTION MODEL**
Ad-hoc for your product or service and in your market 3
- 4 ROI SENSITIVITY ANALYSIS**
Project economic validation prior to investing
- 5 ROI EVALUATION**
Turn-key project or campaign ROI evaluation
- 6 MARKETING EFFICIENCY PROGRAM**
Comprehensive full management model
- 7 STAKEHOLDER IMPACT PROGRAM**
Managing relations for business impact
- 8 3D SUSTAINABILITY PROGRAM**
Business-driven social and environmental impact

2

SPEAKING & TRAINING TOPICS

- 1 Efficiency and accountability in sustainability management
- 2 ROI measurement training and deployment
- 3 Change management and innovation in management models
- 4 Value-driven stakeholders management

3

TRAINING MODALITIES

- Online and offline
- Workshops
- Seminars
- Certification
- Moderation
- Masterclasses
- Synchronous and asynchronous

4

67% of organizations admit that objectives are almost never or only occasionally time-framed, with well defined performance indicators and clear success thresholds.

**"IF YOU DON'T KNOW
WHERE YOU GO, YOU
MAY END UP
ANYWHERE!"**

**MAKE IT COUNT.
BE ACCOUNTABLE**

CONTACT

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