

LLYC

**Marketing
Impact**
by LLYC

MAKING MARKETING ACCOUNTABLE

**MARKETING &
COMMUNICATIONS
(MARCOM) AUDIT**

LLORENTE Y CUENCA



MARKETING IMPACT

INTRODUCTION

Marketing Impact is LLYC's global business unit dedicated to audit, train, deploy operational models, monitor, and certify 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 corporations, foundations, NGOs, and public organizations.

SOME BACKGROUND

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 content. Marketing Impact's contents have been featured by Forbes Magazine, the American Marketing Association (AMA), and the Association for National Advertisers (ANA), among others.

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 **MARCOM 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

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

WHAT IS MARCOM AUDIT

Marcom Audit is a solution that helps companies to evaluate the planning, execution and monitoring of marketing and communications projects and campaigns. It relates to these departments' processes and procedures. It evaluates their robustness, consistency and convergence with the business.

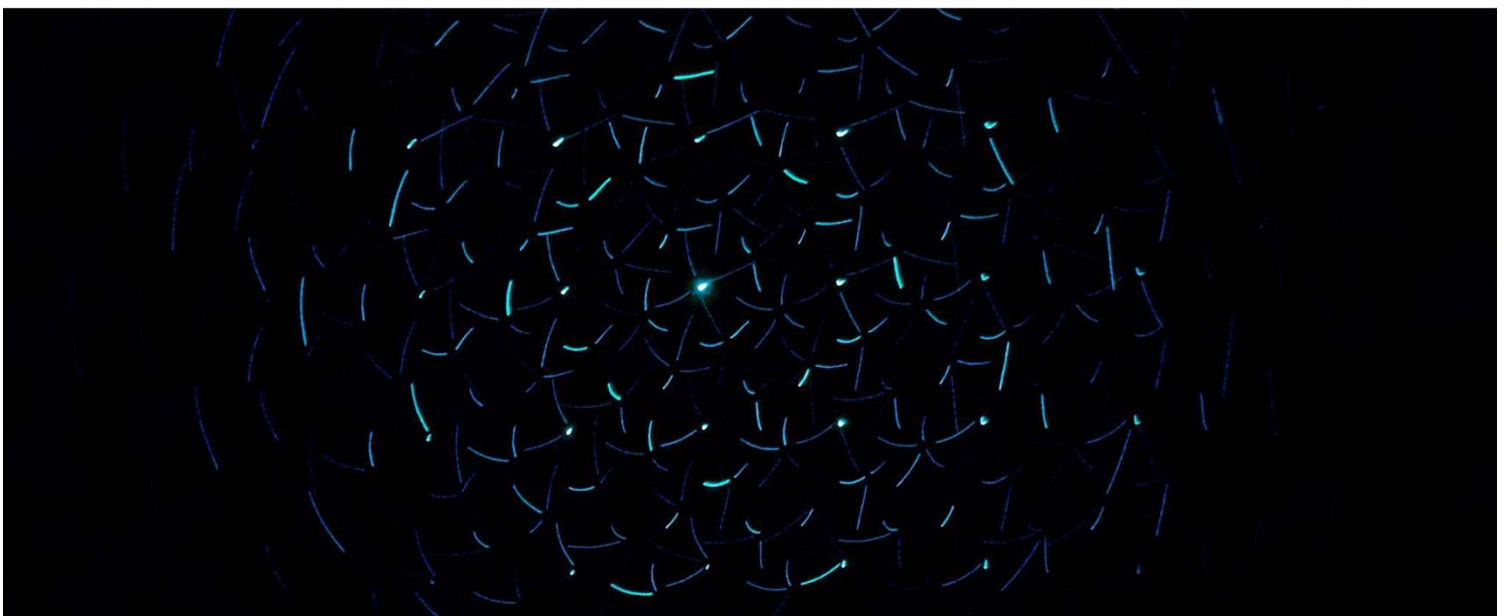
Marcom Audit aims at satisfying financial, risk management, strategy and operation's needs being impacted by monitored performance indicators.

Marcom Audit checks the health of data collection, objectives setting, evaluation criteria, decision-making processes and KPIs through an independent and unbiased analysis

In this regard, Marketing Impact's Marcom Audit is an impartial revision that monitors consistency and convergence between current information systems and management models, and economic performance evaluation.

OBJECTIVES

- To generate a **clear picture** of how marketing and communications are managed, and performance is measured.
- To verify the **robustness** with which performance indicators are calculated and reported.
- To validate the **use** and **utility** of KPIs.
- To link performance indicators to strategic and tactic **goals and decision-making processes**.
- To define the need and viability of **new indicators**.
- To identify and cluster the **types of indicators** in use.
- To recommend **improvements**.



HOW WILL WE DO IT

Each audit will use qualitative techniques and internal data collection to gather the information.

Rigor and relevance are the key elements of any evaluation process. To fulfill these requisites, Marcom Audit will follow a strict research method that will include several sources of information and a thorough data collection plan that will include these steps:

1

INTERNAL REFERENCES

Current monitoring systems and KPIs used. Identification of ways to measure and calculate results and impacts.

2

DATA GATHERING PLAN

Online questionnaires, personal and in-depth interviews design and validation. Target definition

3

DEPLOYMENT

Programming, uploading, delivery of surveys and carrying interviews. Data scrubbing.

4

DATA ANALYSIS

Descriptive and inferential analysis. Parametrization.

5

REPORT

Production and delivery of a comprehensive report.

DELIVERABLES

The final report will include a comprehensive review about the following set of indicators:

POSITIONING INDICATORS

How do you gauge what clients think about your company or product?

EDUCATION INDICATORS

How do you measure what they learn about your company or products? Knowledge.

INTERACTIONS INDICATORS

How do you measure what they do in relation to your value proposition? Engagement.

COSTS INDICATORS

How do you calculate the actual expenses held for your projects? Investment.

REVENUE INDICATORS

How do you measure how much income is your project generating? Income

RETURN INDICATORS

Do you measure your projects ROI?, how? Profits.



DELIVERABLES

VALUE GENERATION

The Marcom Audit solution will trigger a series of internal and external interactions from which organizations will generate value..

Reports will be more relevant and accurate

Better quality of decision-making processes

Better monitoring covering more realities and issues within projects

BENEFITS

Most of the benefits coming from the Marcom Audit solution will influence the way performance is measured and how it impacts the organization. The main recipients of the benefits generated by the Marcom Audit are top executives and business management. Organizations using the marcom Audit solution will obtain the following benefits:

- Defining and shaping the **robustness** of performance metrics.
- Validating KPIs **accuracy** and **validity**.
- Checking performance indicators real **uses**.
- Identifying the **need** of new KPIs.
- Linking KPIs to impact on business and **profitability**.
- Increasing the **credibility** of performance measurement and reporting.

BUDGET

The Marcom Audit solution budget is based on the number of segments, products offered and business lines to be analyzed. As an initial reference, a Marcom Audit can start at US\$ 4,000 all the way up to US\$ 20,000.- Estimates need to be defined in every case.



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