



MEASUREMENT AND ANALYTICS

Success Planning

Marketers work hard to build measurement into their marketing plans. And, work harder yet to achieve those almighty numbers. But, hyperfocusing on the numbers — and figuring out all they can to make them — doesn't always mean gain despite the pain.

The reality is that even with a commitment to measurement, it can be hard for marketers to translate clicks and impressions into business impact. If your marketing efforts are not driving desired corporate-level outcomes, what are they driving?



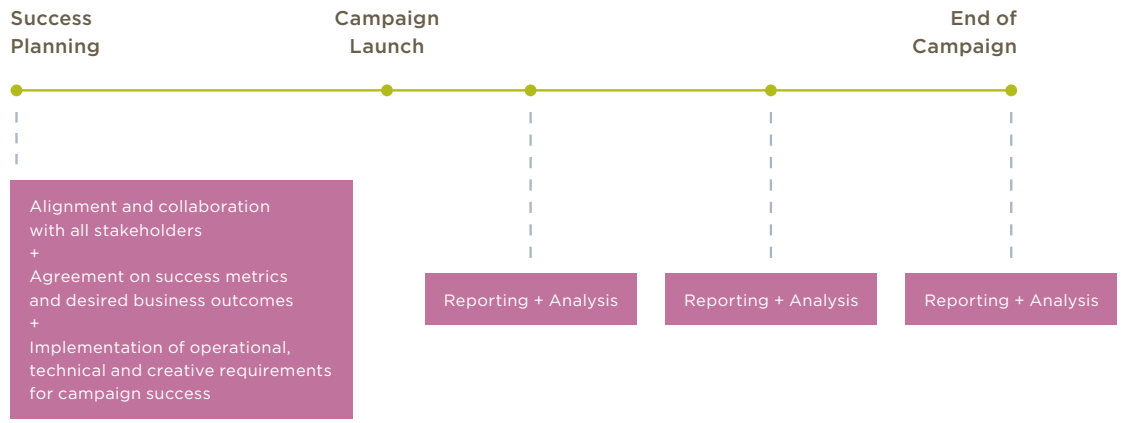
Here's how we get there

Measurement and analytics are only useful if they fully connect the dots between your marketing KPIs and your desired business outcomes.



OUR APPROACH

Rather than focusing on clicks and impressions, we find focusing on success is far more rewarding. That's why we invented the nine-factor Success Plan — a **one-sheet** measurement roadmap used by brands large and small — to align the moving parts of any marketing campaign to the desired business outcomes, while identifying the technical, operational and creative requirements necessary for the success of the campaign.





KEY DELIVERABLES

Specifically, a Success Plan:

Defines what to measure

and who is responsible for it.

Lays out the tactics,

KPIs, expected KPI values, technical and tagging requirements, operational prerequisites and creative implications necessary for success.

Spotlights barriers

to effective measurement and incentivizes others within your organization to care about removing them.

Fosters collaboration

across the marketing department, between other departments and with external partners.

Exposes areas of weakness

or risk so you can address them before any money is spent.

What you can expect

With the Success Plan in hand, and keenly aware that measurement drives insights, our team implements deep metadata tagging and hierarchical campaign tracking. We establish and build the appropriate dashboard reporting templates that align with your success KPIs, and create the optimal timeline for reporting. After all, why meet monthly to review performance reports if the success planning process uncovers that your executive team reviews business performance weekly?

The result is a soundly orchestrated, closed-loop plan that not only manages your marketing KPIs to your desired business outcomes, but also sets you up for success from the very beginning. **And it all lives on a single, executive-friendly sheet of paper.**



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TURNING BRANDS INTO FRIENDS

Building a brand in this dynamic digital age requires an entirely new approach. A philosophy that positions your brand not merely as a product or service, but as a friend. We call it **Brand as Friend®**. This unique approach not only gives you more ways to connect than ever before, it builds your brands, engages customers and generates sales.



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