



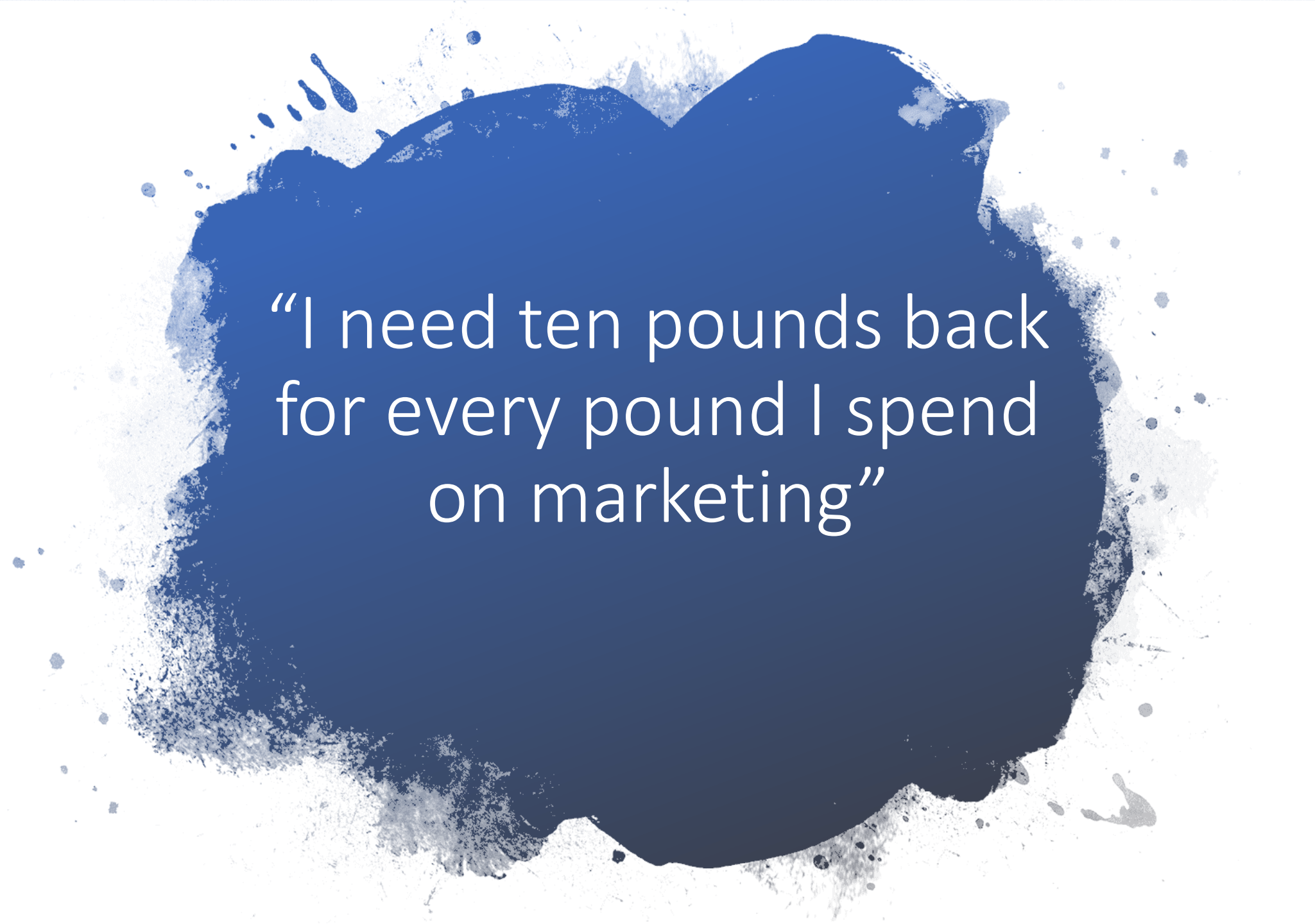
KPIs & ROI = C.A.S.H!

Martin Evans / The Tourism Business


Is Marketing an Art or a Science?








“I need ten pounds back
for every pound I spend
on marketing”




“It’s 5 times easier to get a
client back as it is to
recruit a new client”




“We have to get 30%
open rate on our
emails”



“And a 1% conversion
rate on our website”



“I know half of my
advertising isn’t
working, but I don’t
know which half”



“Magazine advertising
doesn’t work any more”



“It’s always the 80-20
rule for this business”



Ten Guiding Principles

1. A healthy balance of repeat and new business
2. What are your opportunities for generating business?
3. Benchmark spend against competitors
4. Employ “Digital Pull-Through”
5. Measure everything via analytics – and humans!
6. Segment your Rol
7. Keep spending if it’s working
8. Recognise Lifetime value
9. Low-Cost & No-Cost Marketing
10. AIDA is alive and kicking

KPIs

- Sales of specific packages, distribution channels or direct customers/companies
- Pace and business-on-the-books
- Number of Event Delegates, Wedding Guests etc.
- Campaign successes in terms of (a) publicity, (b) data capture, (c) bookings
- PR coverage locally, regionally, nationally and internationally
- Website hits, time spent on site, bounce rate etc.
- Website email sign-ups
- Website booking attribution / e-commerce analytics/statistics
- Website referral sites – number of referrals and e-commerce stats
- Growth in the number of followers on social media channels



Our Investment in Marketing

1. Upfront Spend
2. Commissions/Cost of Sales
3. Marketing Payroll





MARKETING'S AN INVESTMENT - NOT A COST

$KPIS + RoI = C.A.S.H$