



MARKETING WAS INVENTED FOR ONE PURPOSE AND ONE PURPOSE ONLY: TO MAKE MORE MONEY. WHAT MATTERS MOST IS THAT MARKETING CAMPAIGNS PAY FOR THEMSELVES AND PROVIDE A POSITIVE RETURN TO YOUR BOTTOM LINE BECAUSE MORE PEOPLE BOUGHT YOUR PRODUCT OR SERVICE. SETTING TRACKABLE AND MEASURABLE GOALS IS THE FIRST STEP TO POSITIVE MARKETING ROI.

WILKIN GUGE MARKETING INTRODUCES - ROI-TRACKER™ - TO HELP MARKETERS ANALYZE CURRENT ROI AND RECOMMEND WAYS TO INCREASE YIELD FROM YOUR CURRENT MARKETING SPEND.

**TAKE THIS SIMPLE TEST TO ASSESS YOUR MARKETING ROI PROCESSES.**

FILL IN 3 FOR “Yes,” 2 FOR “I DON’T KNOW,” AND 1 FOR “NOT REALLY.”

	Yes	I DON'T KNOW	NOT REALLY
1. YOUR CURRENT MARKETING CAMPAIGNS HAVE SPECIFIC ANNUAL MEASURABLE GOALS.	3	2	1
2. YOU USE AN ACCURATE AND QUANTIFIABLE SALES CONVERSION PERCENTAGE BASED ON THE COMPANY’S DATA.	3	2	1
3. YOU KNOW WHICH CUSTOMERS ARE THE MOST PROFITABLE FOR YOUR COMPANY.	3	2	1
4. YOU KNOW WHICH CUSTOMERS ARE THE LEAST PROFITABLE FOR YOUR COMPANY.	3	2	1
5. YOU MEASURE GOALS MONTHLY AGAINST ANNUAL ROI GOAL TARGETS.	3	2	1
6. MARKETING ROI IS REPORTED AT LEAST QUARTERLY TO YOUR CFO AND CEO.	3	2	1
7. OTHER EMPLOYEES APPLAUD THE CONTRIBUTIONS MARKETING MAKES IN GROWING THE ORGANIZATION.	3	2	1
8. YOUR MARKETING STAFF CALCULATES ROI AND SETS MEASURABLE GOALS PRIOR TO TACTICAL IMPLEMENTATION.	3	2	1
9. YOU HAVE BEEN PROMOTED IN THE PAST YEAR BECAUSE OF YOUR SIGNIFICANT CONTRIBUTIONS TO COMPANY GROWTH.	3	2	1
10. YOUR MARKETING DEPARTMENT RECEIVES ADEQUATE FUNDING BECAUSE THE CEO VALUES YOUR CONTRIBUTION TO THE BOTTOM LINE.	3	2	1

TO FIND YOUR **TOTAL**, ADD UP YOUR POINTS AND WRITE THEM IN THE BOX.

**TOTAL:**

**SCORING YOUR REPORT CARD**

- 24 – 30      **“A”** CONGRATULATIONS, YOU ARE ON THE RIGHT PATH TO TRACKING MARKETING ROI.
- 15 – 23      **“B”** GOOD THINGS GOING ON BUT YOUR MARKETING ROI IS A LITTLE BLURRY.
- 11 – 14      **“C”** TODAY, AVERAGE MEANS MARKETING BUDGET CUTS. WORK NEEDED.
- LESS THAN 11      **“D”** CAUSE FOR CONCERN. MARKETING ROI WORK NEEDED IMMEDIATELY...

**EVERY COMPANY CAN BE AN “A.” AND WE CAN HELP.**

CALL WILKIN GUGE BRAND STRATEGIST GAIL GUGE AT 909-390-1239 TO REVIEW YOUR SCORE AND THE BRAND DEVELOPMENT OPPORTUNITIES THAT WILL CATAPULT YOUR BUSINESS TO AGGRESSIVE GROWTH.