

# All Business Marketing & MROI Model

Know How Much to Invest in Marketing  
to Optimize Your Business Growth



## Invest in Marketing – Grow Your Business

Calculating the marketing return on investment can help guide business decisions and optimize marketing efforts.

# What Is the ABM MROI Model?

- ❖ ABM has developed a proprietary Marketing Return on Investment (MROI) model to help clients forecast revenue based on their investment in marketing.
- ❖ Our MROI model uses either historical or estimated revenue data as input into the system.
- ❖ The more you can correlate historical marketing influenced revenue with actual sales, the more accurate your revenue forecast will become.



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Calculating the marketing return on investment helps answer the question: “What are we getting for our marketing spend?”

# What MROI Will Do For Your Business

- ❖ Eliminates the guesswork when establishing marketing budgets
- ❖ Creates greater integration of sales and marketing
- ❖ Forecasts impact to revenue during marketing budget adjustments
- ❖ Justifies greater investment in marketing
- ❖ Aids in promoting value of marketing to C-level audience
- ❖ Measures the impact that marketing makes on your business goals



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Calculating the marketing return on investment can help businesses determine the appropriate marketing budget to optimize sales revenue in the future.



## How the ABM MROI Model Works

- ❖ In step 1, the system calculates the marketing return-on-investment (MROI) based on sales revenue.
  - ❖ You can refine the model by tracking marketing influenced revenue within a CRM such as Salesforce or HubSpot.
  - ❖ You can distinguish marketing influenced revenue from other forms of revenue generation such as revenue from direct sales outreach and distribution.
- ❖ In step 2, we calculate the Marketing Investment Ratio (MIR) to help forecast revenue based on any level of marketing investment.
  - ❖ This eliminates the guesswork associated with establishing marketing budgets and creates a greater acceptance for properly funding marketing within the organization.

## The ABM - MROI Solution

As a return-on-investment agency partner, ABM will help you define, setup, implement and train your personnel on using the MROI platform – turnkey.

No bandwidth problems or delays.

Once installed and operating, ABM can monitor, update and provide monthly reporting to optimize the performance of your marketing programs.



## How ABM Can Help:

- ❖ Planning
  - ❖ Determine areas of investment based on marketing plan; capture historical sales revenue and marketing investment data; determine measurement metrics
- ❖ Budgeting
  - ❖ Employ MROI model to establish marketing budget
- ❖ Media Buying
  - ❖ Implement campaigns for product introductions, lead generation programs, brand awareness, etc.
- ❖ Tracking
  - ❖ Insert UTM codes in campaign placements
- ❖ Monitoring
  - ❖ Capture campaign costs and revenue from new business opportunities and closed-won business
- ❖ Analysis and Reporting
  - ❖ Report return on investment metrics on a periodic basis: weekly, monthly, quarterly, annual; recommend adjustments to optimize marketing programs

## The ABM Life-cycle Measurement Platform

The MROI model is a critical component of the ABM life-cycle measurement platform that measures the degree to which your marketing efforts contribute to revenue growth.



# ABM MROI Works with CRM-Marketing Automation Platforms

- ❖ Supports popular marketing automation and CRM platforms
  - ❖ Constant Contact, HubSpot, MailChimp, Pardot, Salesforce, Marketo
- ❖ Supported input types
  - ❖ Sales pipeline with or without weighted revenue
  - ❖ Closed-won business
  - ❖ Connected campaigns
  - ❖ Campaign cost spreadsheets
  - ❖ Media and search engine reports

## The ABM Life-cycle Measurement Platform

Measure the degree to which your marketing efforts either holistically, or on a campaign-basis, contribute to revenue growth



# Multiple Levels of Tracking, Reporting, and Analysis

## General (Holistic)

- ❖ Overall marketing budget (internal and external expenses)
- ❖ Overall revenue from sales reports

## Program Level

- ❖ Cost of individual marketing programs: content development, awareness programs, lead generation programs, channel marketing, marketing technology, agency fees, etc.
- ❖ Revenue from direct sales, indirect channels (such as distributors) and e-commerce

## Campaign Level

- ❖ Cost of individual marketing campaigns using Urchin Tracking Module (UTM) codes
- ❖ Campaign-specific, marketing influenced revenue

## ABM Helps You Set Up MROI

ABM works with you to determine the optimum selects for each of the MROI settings.



## Getting Set Up

Input parameters:

- ❖ Detail Level: General-level, Program-level, Campaign-level
- ❖ Sales cycle length: e-commerce, 1 years, 2 years 3 years
- ❖ Number of Years to Forecast
- ❖ Historical or estimated marketing budgets
- ❖ Recuring revenue
- ❖ Reporting frequency



## MROI Doesn't Cost It Pays

Your company will benefit from knowing the marketing programs that will contribute to your forecasting and future revenue.

And ABM will be your point of contact for any question or change.



## Pricing

Meetings, analysis, one-time setup and training TBD\*  
\* depends on complexity of sales and marketing structure, product categories, and forms of revenue generation

Monthly management and reporting TBD\*  
\* depends on client's internal resources and frequency of reporting

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