



Marketing Performance Consulting

Define and execute programs
that maximize marketing ROI



Key Questions Answered

What are the reporting, analytics and planning programs required to drive accountability?

How can marketing get analytics integrated into business processes?

How can people, process and tools be harmonized to better manage marketing effectiveness?

What metrics make sense to measure?

Overview

Today, marketing and research organizations face an increasingly complex and demanding business environment that calls for a greater degree of effectiveness and accountability. To address this challenge, marketing and research must continuously align with priority business objectives. This requires marketing and research leadership's commitment to advance from passive measurement and reporting to active forward looking management.

MMA's consulting practice helps clients design and implement marketing effectiveness management programs that maximize marketing ROI.

Capabilities Assessment:

MMA assesses an organization's marketing capabilities against components of the Avista Marketing Effectiveness Management Framework and creates a roadmap detailing the actions necessary to improve marketing accountability and effectiveness.

Marketing Effectiveness Program Design and Implementation:

Based on the capabilities assessment roadmap, MMA's consultants will work with an organization to design and implement detailed marketing effectiveness management programs.

MMA's Marketing Effectiveness Consulting Practice helps clients to make this critical change by integrating a sustainable marketing effectiveness management program into their organization. The basis for establishing a successful program is the Avista Marketing Effectiveness Management Framework. MMA designed the framework to maintain alignment between marketing and business objectives and ultimately to help clients realize the full potential of their marketing spend.

To assess an organization's marketing effectiveness capabilities, MMA's consulting practice has created a Marketing Maturity Model to:

- Quickly assess the current level of an organization
- Determine the appropriate target level for an organization
- Leverage best practices and resources to move to a higher maturity level

The maturity model looks at a series of key performance areas that are represented by the components of the marketing effectiveness management framework. Organizations are placed on a maturity level based upon their performance in these specific areas.