



brand buddies

RETURN ON INVESTMENT

What to expect from your teamwork with Brand Buddies

The fundamental premise for how Brand Buddies can measure “Return On Investment” specifically related to your business-to-business marketing investment, is by collecting data directly related to the objectives of your company. Be it a direct marketing campaign to a specific target group or a general image perception, Brand Buddies then assess and measure the results by employing two general categories:

- i Hard data
- ii Soft data.

Hard Data

Hard data is the primary measurement for improvement, presented through rational, undisputed facts that are easily gathered (please note that Brand Buddies can undertake such projects). This is the most desirable type of data to collect. The ultimate criteria for measuring the effectiveness of hard data items such as productivity, profitability, cost control, and quality control. Hard data is:

- i Easy to measure and quantify
- ii Relatively easy to convert to monetary measures
- iii Objectively based
- iv Common measures of organizational performance

Hard data examples

Output Related

Units produced, tons manufactured, items assembled, items sold, sales, forms processed, inventory turnover, applications processed, productivity, new accounts generated etc.

Time Related

Cycle time, response time for compliant, equipment downtime, processing time, supervisory time, training time, meeting time, repair time, efficiency etc.

Cost Related

Budget variances, unit costs, cost by account, variable costs, fixed costs, overhead costs, operating costs, delay costs, penalties and fines, project cost savings, administrative costs, average cost reduction etc.

Quality Related



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Scrap, waste, rejects, error rates, rework, shortages, product defects, deviation from standard etc.

Soft Data

Soft data is more difficult to collect and analyze, but can be just as effective as hard data measurements. Soft data items include work habits, customer service, work climate, employee development and satisfaction. Soft data is:

- i Sometimes difficult to measure or quantify directly
- ii Difficult to convert to monetary values
- iii Subjectively based in many cases
- iv Less credible as a performance measurement

Soft data examples

Work habit related

Absenteeism, number of communication breakdowns etc.

Customer service related

Customer complaints, satisfaction, dissatisfaction, impressions, loyalty, retention, value, lost customers etc.

Work climate related

Employee complaints, litigation, job satisfaction, organizational commitment, employee turnover, attitude shifts, employee loyalty, increased confidence etc.

Employee development related

Number of promotions, number of pay increases, number of training programs attended, increases in job effectiveness, initiative, innovation, implementation of new ideas, successful completion of projects, number of suggestions implemented, setting goals and objectives, new patents and copyrights etc.

Brand Buddies actively encourage closer dialogue between agency/customer to help evaluate current v desired status, it is from this point we engage on recommending what relevant marketing activities should be recommended to best suit the desired result.

As an agency with specialists within both branding and sales we can recommend with neutrality that serves the clients needs best.

For a "concrete" chat about what specific marketing activities can achieve for your company, please do not hesitate to contact Barry Wright.