

Frank Discussions: business-to-business

Maximising the performance of your strategic marketing campaigns

Whether your objective is raising your organisation's profile, building its reputation, broadening perceptions, repositioning the brand or driving opportunities and prospecting, you want to maximise the performance of your campaigns. Whatever your objectives, your non marketing and communications colleagues may have goals for the campaign that lean towards the over ambitious. So when results are everything, how do you maximise the performance of your strategic marketing campaigns?

Ultimately it's all about the numbers. However, securing ROI doesn't begin and end with a great e-mailer. Furthermore, just because it's more measureable and arguably cheaper, e-marketing isn't necessarily a magic bullet either. And in the complex world of B2B, successful prospecting involves consistent ongoing effort and human relationships.

How do you set realistic objectives and encourage your colleagues to embrace them? How can you be sure that what you're commissioning is worthwhile? How do you get it right, right across the campaign trail? How can you best measure whether it's all working and be sure that it is?

We have a point of view. You'll have some bright thoughts. Together we'll have a frank discussion. Let's see whether any of us has the answer.

Where and when and how

Thursday 29 June 2017, 4.45pm for a 5pm start, 6.30pm finish
Frank, Bright & Abel, 326 City Road, London EC1V 2PT

For more information or to confirm your attendance please call Michael Coleman on **020 7833 6444** or email m.coleman@frankbrightabel.com

Drinks and nibbles provided