

The Marketing Audit: Evaluating Marketing ROI

- Do you know how to clearly connect your marketing spend to real sales and revenue, instead of relying on guesswork?
- Are you making full use of the data at your disposal to maximise every marketing opportunity?
- Would you like to learn how to measure, monitor, and prove the true ROI of your marketing campaigns?

Introduction

In today's complex marketplace, marketing spans a mix of digital channels—social media, online platforms, viral campaigns, and mobile apps—alongside traditional vehicles like print, radio, and television. With so many touchpoints, the question every organisation faces is: *Are we really getting the return we expect from our marketing investment?* Gone are the days when vague reporting and old-school analytics were enough. To compete effectively, organisations need to adopt accurate, data-driven methods to measure and manage their marketing performance. This program helps participants move beyond intuition to evidence-based decisions by equipping them with practical dashboards, tools, and frameworks that show how to connect marketing activities directly to business outcomes. By mastering these approaches, you will not only be able to justify your spending but also optimise campaigns, capture opportunities, and strategically grow revenue in a highly competitive environment.

Program Objectives

This program aims to:

- Provide skills, knowledge to Predict, monitor and measure marketing campaign
- Strategies marketing strategy with the application of IR technology
- Mastery interpretation and application of marketing data

Learning Outcomes

After completing this program, the participant should be able to:

- Predict, monitor and measure the success of campaigns based on both the traditional and IR era.
- Align marketing and business goals
- Concentrate on the right metrics rather than drowning a set of data
- Turning data into actionable recommendations

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture,

Who Should Attend?

Business Development personnel, branding personnel, Marketing personnel, Financial personnel, Senior Management and anyone who would like to apply marketing into the business strategy.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	How to drive successful marketing ROI This module starts with identifying the risk and the return of investment in marketing. Participants would start to look at the risk as not the roll of the dice. Then, participants learn the traditional marketing media, online marketing metrics. The focus also on paradigm shift after a pandemic that focuses on contactless marketing strategy.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	Principle for measuring marketing ROI: What to measure and how to measure This module enables participants to define marketing ROI and marketing audit. The participants would learn the tools for budgeting, projecting and tracking expenses and ROI. Then, participants would identify the critical metrics, including the revenue side. This module ends at understanding other useful operational formulas for marketing managers.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	Measuring the immeasurable: Branding, buss, and social media In this module, the participants would undergo the opportunity on brand spending revisit. The participants would learn the online branding, the methodology to measure brand, calculating the worth of social media and online platform.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	Mapping marketing ROI to sales funnel This module covers branding at the top, building marketing spends funnel, the method to analyse funnel data for ROI, and the method of using dashboards.
Day Two	

Time	Topics
9:00am – 10:30am	<p data-bbox="456 136 1034 168">Budgeting and Projecting marketing ROI</p> <p data-bbox="456 210 1362 315">In this module, participants would learn the budgeting and planning of online campaign with ROI, incorporate ROI into the marketing plan, and look at multi-channel ROI in practice.</p>
10:30am– 11:00am	Tea Break and Networking

11:00am – 1:00pm	<p>Tools for Measuring online performance to maximise ROI</p> <p>This module provides fundamental for the participant on conducting site side analytics, dashboards for net revenue data, third-party ad server analytics, web ratings and market comparison stats, and the method to optimise the tools.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>ROI in enterprise</p> <p>This module enables participants to learn through the case study of how other organisations apply marketing audit to boost the ROI of the organisation. At the same time, the participants would identify obstacles to becoming a metric driver marketer, the method to adjust ROI factors to support the organisation.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>The way Forward of Marketing Audit</p> <p>This module puts all concepts together to help the participants to see the ward forward to create resilience and sustainable strategy for the organisation.</p>