

# FROM START TO SCALE: WHY MEASUREMENT IS KEY TO ABM'S SUCCESS

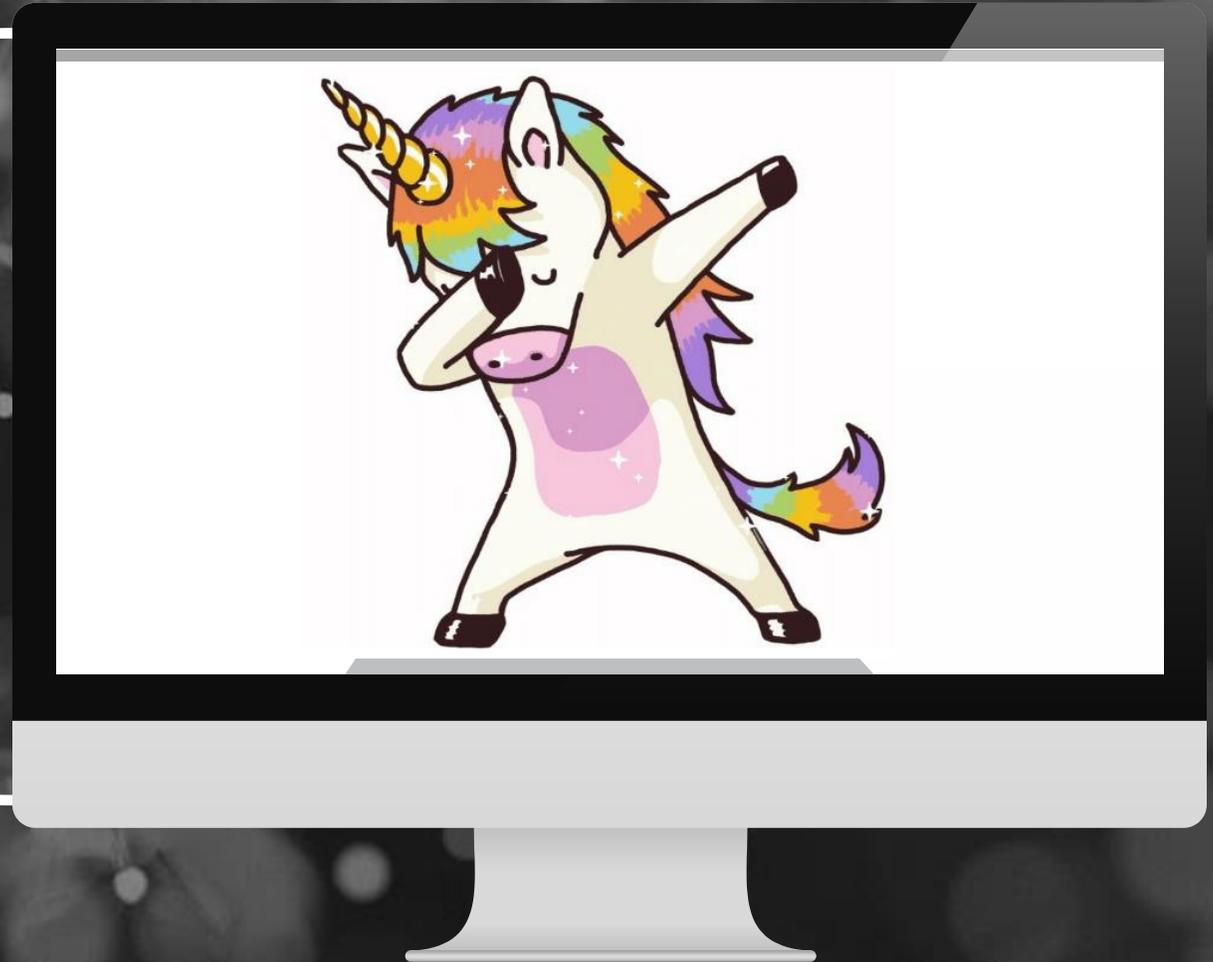
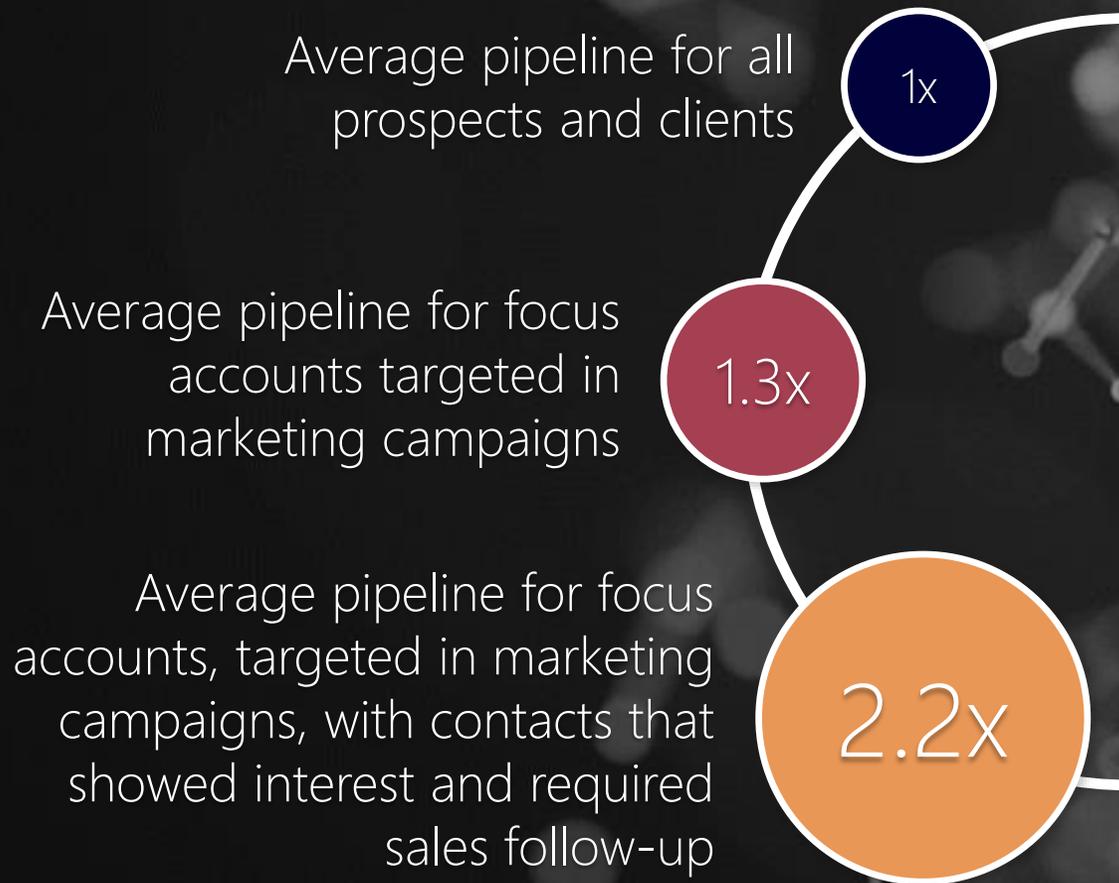


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# ALIGN ON MEASURES THAT ARE NOT SALES



# THREE KEY MEASUREMENT TIPS

1

## Define goals

Align on desired outcomes with leadership and sales.

2

## Identify metrics

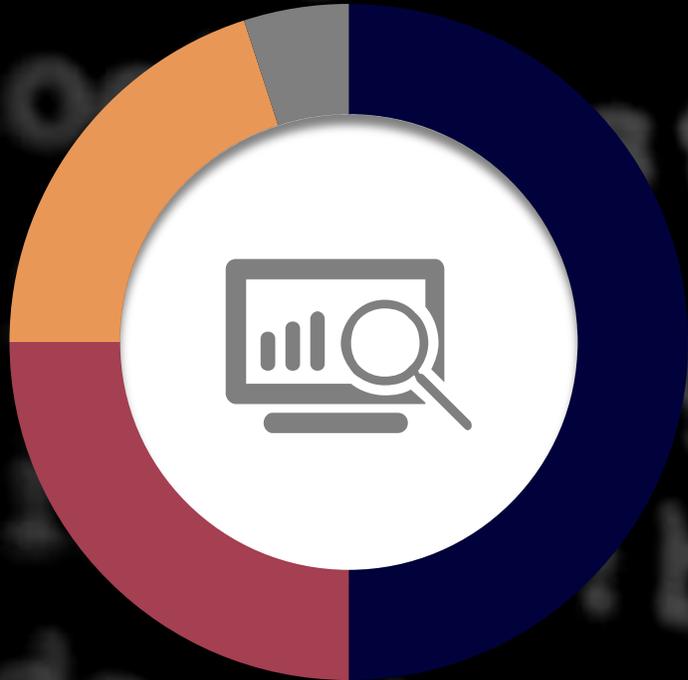
What should be measured, do it often, learn and improve.

3

## Demonstrate value

Determine what marketing delivered and communicate it!

# EVERYONE MUST AGREE ON WHAT YOU'RE WORKING TO ACHIEVE



Ensure what you're working to achieve shows contribution to the value chain.



Relate what you want to accomplish to leadership's business goals.



Secure agreement with sales to increase the chances of success.



Don't fall into the set it and forget it trap.



# SET METRICS TO TRACK PROGRESS TOWARD GOAL ATTAINMENT

Remember your goals. What are you hoping to achieve? Work backward.



What can and what should you track?



Technology is an enabler but unlikely to provide interesting data on its own.



What information are you able to share that's actionable?



# DEMONSTRATE MARKETING'S VALUE, WIN GREATER INFLUENCE



What impact do you have the ability to measure? Does it matter for the firm?



Have you benchmarked performance of your current marketing strategies?



How will you get buy-in and who will help champion this for you?



Have you communicated the impact? If you have, do it again!



# THANK YOU



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