

Marketing 2.0 ROI

Measurement Tools for Web 2.0 and Next Generation Marketing

- Beyond traditional marketing techniques
- Measurement techniques for Marketing 2.0
- A new marketing mix to utilize
- Effectively using social media to drive brand value
- Creating new levels of customer interactions

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Available Formats:

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 Gateway Management, Inc.



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There is no shortage of data infiltrating the market that suggests companies are achieving positive returns from Marketing 2.0 efforts. However, there has been a significant struggle to clearly define the qualitative value and measure the quantitative returns. In large part, this is due to the use of traditional measurement techniques, antiquated metrics for success and unclear strategic objectives. The good news is that methods and tools are now being implemented to help determine the ROI of Marketing 2.0 efforts

Whether you are fully engaged in Marketing 2.0 or at the preliminary stages of implementation, your ability to effectively use marketing analytics will allow you to:

- Allocate resources in a manner that yields the best returns
- Focus on customer needs and ignore market noise
- Develop enhanced customer loyalty, brand identity and targeted messaging
- Utilize all customer touch points to drive brand value
- And more!

Remaining actively up to date with the evolution of marketing 2.0 often seems overly daunting, so we suggest finding effective strategies with measurable returns.

Marketing 2.0 ROI is a timely course and discussion on how successful marketing departments can leverage new marketing strategies to build a stronger organization. Along with an in-depth analysis of the methods being used in today's dynamic marketing environment, this program will provide an informative evaluation of measures for determining ROI.

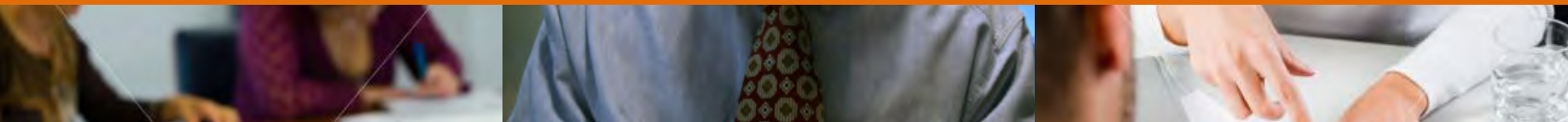


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Gateway Management offers a full-service portfolio of resources including training, staffing and consulting to deliver innovative solutions for complex business issues. We believe that the business landscape is rapidly changing, and that innovative solutions will determine your organization's success moving forward. Gateway Management's mission is to help organizations achieve their goals through the utilization of talent and management expertise. Our solutions are customized to address the challenges of today's evolving marketplace.

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Fees:

- Online:** \$ 299
- Additional Attendee(s): \$ 99/ea.
- DVD:** \$ 399
- LMS:** \$ 999

Please call to inquire about LMS or Intranet licensing, or email Josh Powell at jpowell@gmi-solutions.com.

This course is also available for use on **smart phones** and **handheld** devices. Please inquire for more information.

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