



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Marketing and Sales

BMGM6002

Week 8

Marketing effectiveness and metrics

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

www.uwtsd.ac.uk



Recap from last time

People – who do we mean?

Process – what are the processes involved in running a restaurant?



MARKET GROWTH: THE ANSOFF MATRIX





THE ANSOFF MATRIX

McDonald's Examples



MARKET
PENETRATION

PRODUCT
DEVELOPMENT

MARKET
DEVELOPMENT

DIVERSIFICATION



MARKETING EFFECTIVENESS



Marketing effectiveness

is a measure of how successful a marketing strategy or campaign is and the extent to which it achieves its goals and objectives.



[How to Measure Marketing Effectiveness: A Step-by-Step Guide - Analytics Platform - Matomo](#)

ACTIVITY

- Read this article and prepare some bullet points based on your key findings.
- Put the bullet points in the chat.
- <https://www.leadspace.com/blog/marketing-effectiveness/>



The Perfectly Effective Campaign

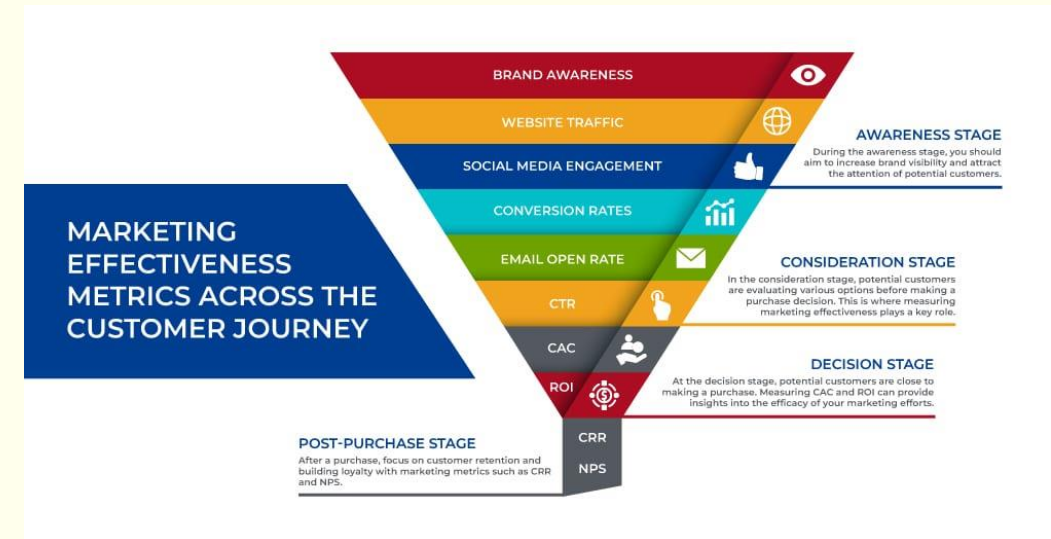
**Qual & Quant Diagnosis
Clear Strategic Objectives
Long, Mass-Marketing Branding
Shorter, Targeted Performance
Tight, Differentiated Position
Heavily, Consistently Codified
Investing More than Competitors
Astonishing Creativity**





GROUP ACTIVITY:

Using this article identify the key elements of Marketing Effectiveness and metrics .
Make a visual to demonstrate your findings. 30 minutes



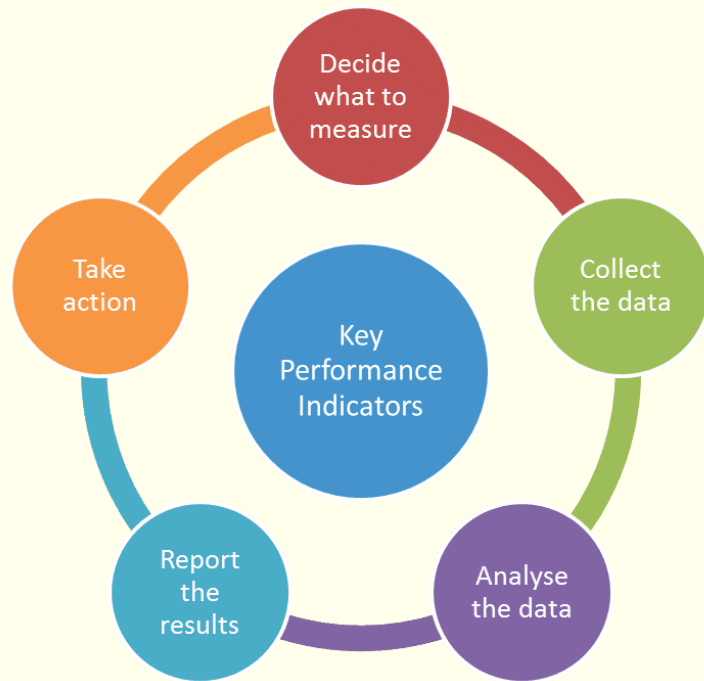
BREAKDOWN OF KEY MARKETING EFFECTIVENESS METRICS



Key Metrics in Marketing Effectiveness



WHAT KINDS OF 'METRICS' COULD WE USE?



- Response to adverts (use of a code etc)
- Coupons handed in
- Clicks through to website from social media
- Increase in number of likes/followers
- Response to specific events (covers/tickets sold)
- Responses to a competition
- Others...?

What Gets Measured Gets Managed!



The Two Sides of a Quote: “What gets measured gets managed”



Esteban MARKS

Leading teams and orgs to develop innovative digital and physical products



October 27, 2023

- [\(19\) The Two Sides of a Quote: “What gets measured gets managed” | LinkedIn](#)
- Lets look at this article and see what you think.



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Planning your communications mix and metrics with a Gantt Chart

A Gantt chart is a project management tool assisting in the planning and scheduling of projects of all

Communications Plan

Company Name

Project Lead

Project Start:

				November	December	January	February	March	April	May	June
TASK	Metrics	START	END								
Advertising											
Tv	How many views.	March	August								
Radio	Promotional code	Novemeber	November								
PPC	Click rate	November	November								
Activity/Channel		Month	Month								
Activity/Channel		Month	Month								
Personal selling											
Activity/Channel		Month	Month								
Activity/Channel		Month	Month								
Activity/Channel		Month	Month								
Activity/Channel		Month	Month								
Activity/Channel		Month	Month								
Sales promotion											



CONTROL

- Plans should include control systems - performance must be monitored, measured and controlled (how will we measure success?)
- On your Gannt there is a space for “Metrics” for each channel you use, this is what you will measure to know that the process is working, consider what can be measured and how
- In your assessment make sure you discuss your use of metrics and justify your choices,

e.g.

“Promotional discount codes have been used to measure radio communications effectiveness as each time a promotional code is used this can be traced to a successful engagement of the channel.”

TASK	Metrics	START	END
Advertising			
Tv	How many views.	March	August
Radio	Promotional code	Novemeber	November
PPC	Click rate	November	November
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Personal selling			
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Activity/Channel		Month	Month
Sales promotion			

ACTIVITY

Build a Ghant Chart for identifying and measuring your marketing activity (for your new restaurant concept).

- Think about the tools/media that you will use
- Think about the metrics you will employ to measure success

AI in MARKETING



INDIVIDUAL ACTIVITY

- Find a marketing case study.
- Identify appropriate metrics to measure its success.



ASSIGNMENT

Marketing Plan (4000 words)

- Develop a marketing plan for a new restaurant concept. Use examples to support your case as well as industry research and evidence.
- **You will be required to include specific essentials of the marketing process as follows:**
- **Introduction** - What is marketing. The purpose of your marketing plan/what it is about. Who it is being prepared for. Briefly introduce the key areas/Frameworks/Theorists you will use to underpin your plan, e.g. 7 Ps, Ansoff's matrix etc.
- **Product** - Explain what the product is and, using trend data, identify why you think it will work and who it will appeal to. To aid in this, develop customer profiles.
- **Physical evidence** - Also outline where it will be located (and why) the type and style of restaurant it will be and the type of service you will offer (and why) – include mood boards to illustrate this.
- **People and processes** - Explain the type of service you will offer (and why) and the processes you will engage (again, justifying why)

ASSIGNMENT Cont'd

Marketing Plan (4000 words)

- **Price** - Develop a pricing strategy based on research into comparators – show that you understand where your restaurant will sit in the market by using tools such as positioning maps
- **Promotions and distribution** - Develop a promotion and distribution strategy for your restaurant concept. What will you do, where, how and why is that the best way to attract your audiences. You may use a Gantt chart to set out your promotions and distribution plan but be sure to also include a chapter which justifies the tactics and tools used in your promotion and distribution. NB make sure you include how you will measure its success.
- **Conclusion** - Summarise your marketing plan challenges and outline any recommendations you have.
- **References** - You will be expected to use credible reference sources (minimum of 40) for information used within your marketing plan. Your references are not part of the word count.
- **Appendices** - Supporting materials are not part of the word count.

ASSIGNMENT Cont'd

- Submission date: 6th March 2025
- 4000 words
- 40 references

SOURCES

Armstrong G., Kotler P., Opresnik M., 2021, Marketing and Introduction, Sage, London

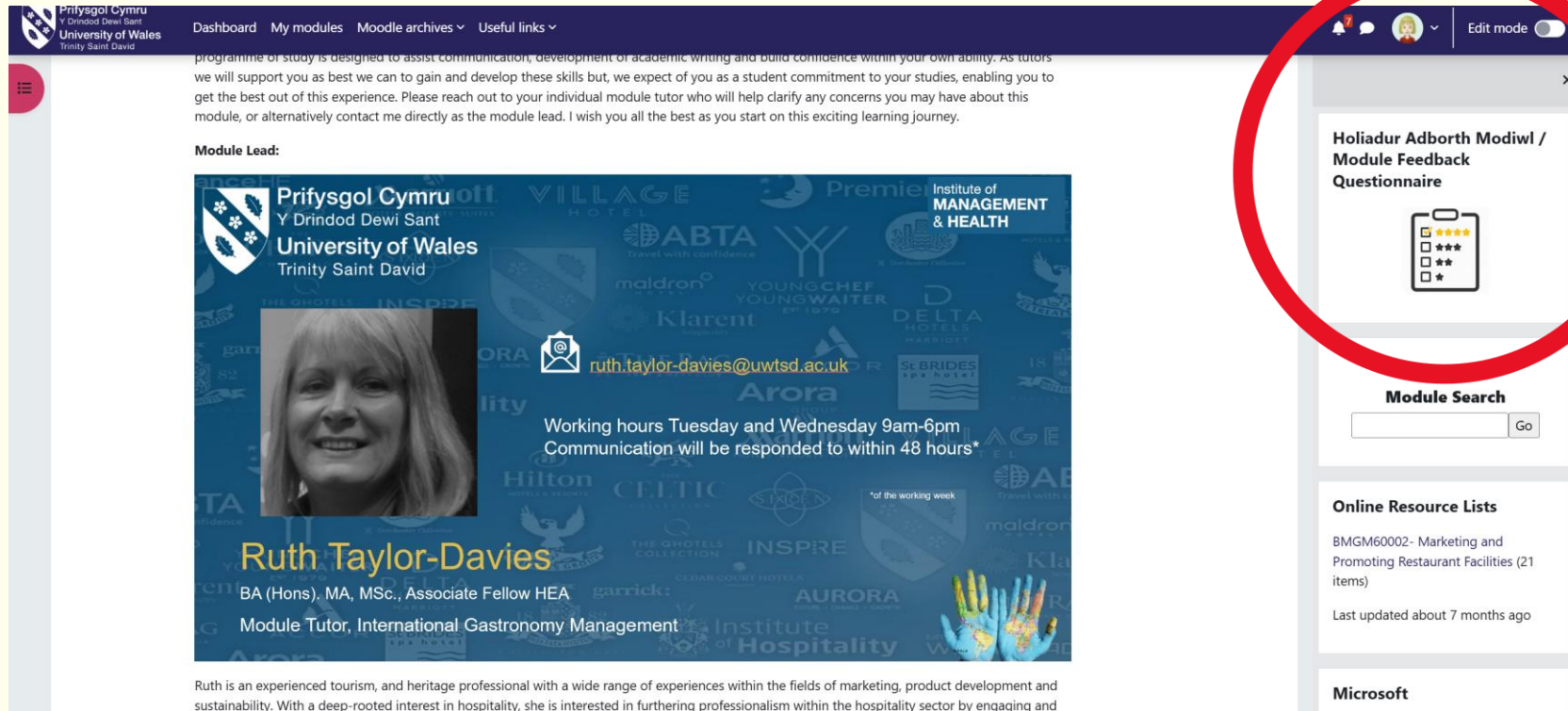
Baack D., Baack D., Czarnecka B., 2018. International Marketing 2nd Ed, Sage, Thousand Oaks

Kotler, P., Keller, K. and Chernev, A., 2021. Marketing management. 16th ed. Pearson.

Todorova, G., 2015. Marketing communication mix. Trakia Journal of Science, 13(Suppl.1), pp.368-374.

Plus in-slide links

Course feedback via Moodle please.



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Dashboard My modules Moodle archives Useful links

programme of study is designed to assist communication, development of academic writing and build confidence within your own ability. As tutors we will support you as best we can to gain and develop these skills but, we expect of you as a student commitment to your studies, enabling you to get the best out of this experience. Please reach out to your individual module tutor who will help clarify any concerns you may have about this module, or alternatively contact me directly as the module lead. I wish you all the best as you start on this exciting learning journey.

Module Lead:

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Working hours Tuesday and Wednesday 9am-6pm
Communication will be responded to within 48 hours*

**Holiadur Adborth Modiwl /
Module Feedback
Questionnaire**

Module Search

Online Resource Lists

BMGM60002- Marketing and Promoting Restaurant Facilities (21 items)

Last updated about 7 months ago

Microsoft

See You
Next time!