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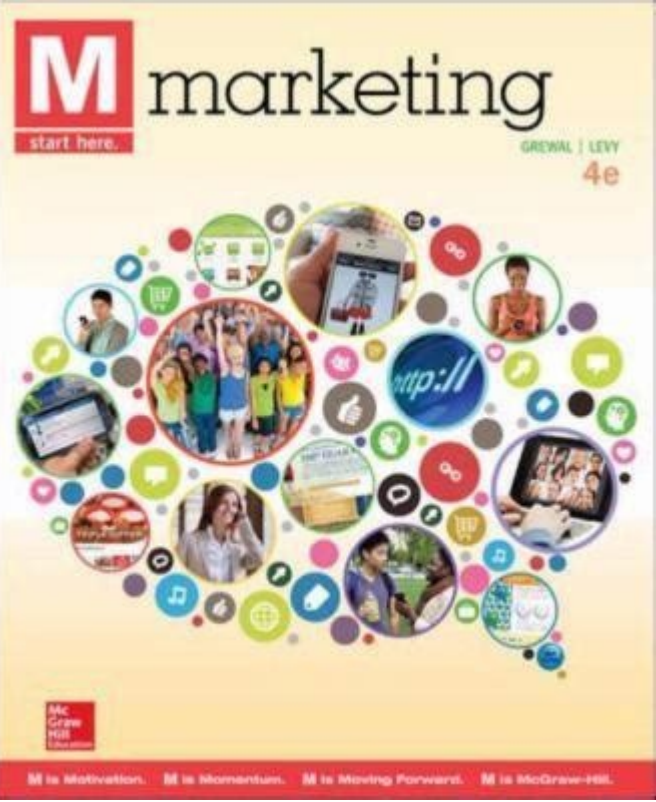

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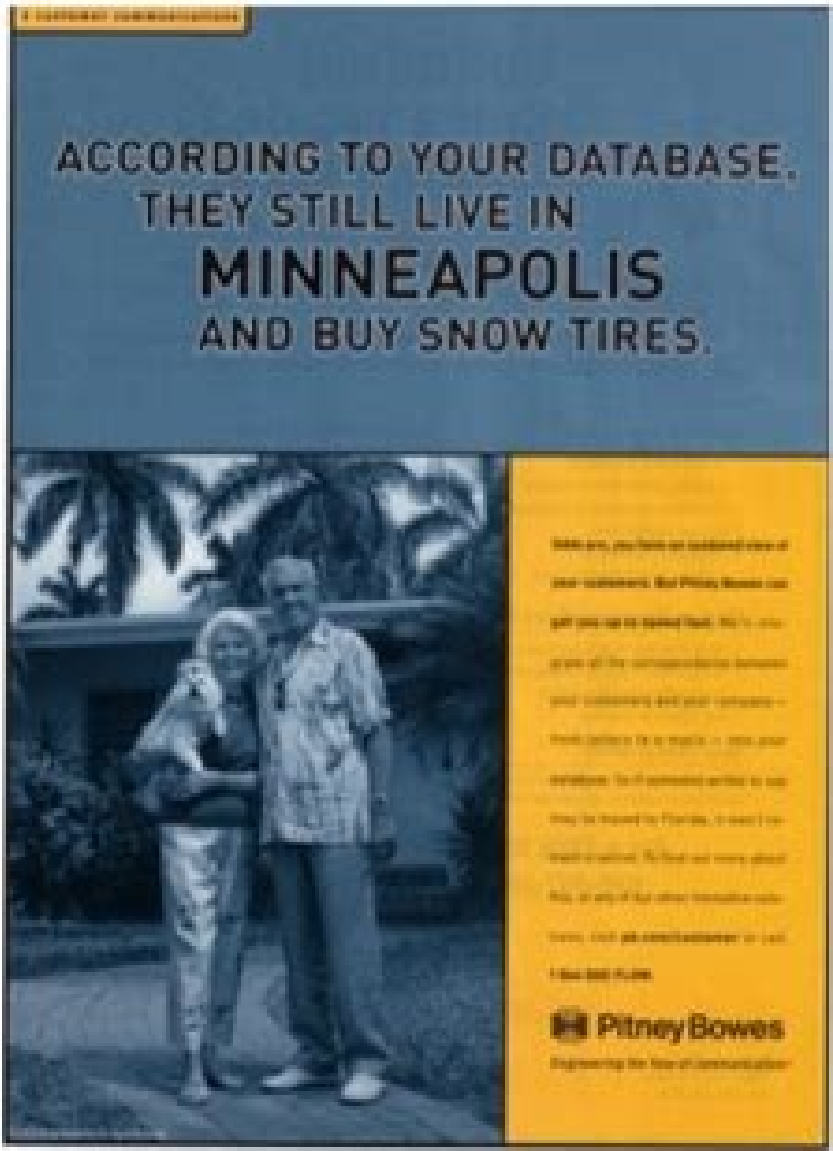
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Marketing Research

- *Marketing research* involves collecting, organizing, analyzing and communicating information that can be used in order to make an informed marketing decision.
- Performing market research will complement your marketing mix strategy as it enables you to make educated decisions regarding selecting markets, your image or branding and products or services.



This ad is targeted to businesses to reinforce the importance of a good internal data for an MIS system



1. \$ of Pipeline Opportunities Influenced (\$ x Pipeline X Influenced).
2. \$ of Revenue Influenced (\$ x Revenue x Influenced).
3. \$ of Pipeline Opportunities Generated (\$ x Pipeline x Generated).
4. \$ of Pipeline Revenue Generated (\$ x Revenue x Generated).

Production Metrics

5. Content Backlog

$$\left(\frac{\sum_{i \in C} \text{Date } (i) - \text{Date } (i-1)}{|C|} \right) \div \text{Avg (Days since last visit)}$$

ROI Metrics

6. Return on Investment

$$ROI (C) = \frac{(\$ \text{ Revenue generated by } x) - \text{Cost}}{\sum_{i \in C} (\$ \text{ Production cost of } x + \text{Distribution cost of } x)}$$

7. Pipeline Influence per Word per Writer

$$\sum_{x \in W} \frac{\$ \text{ Pipeline influence by } x}{\text{Word count of } x}$$



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