

Marketing metrics in the context of marketing

[Business](#), [Marketing](#)



Instrutructor Marketing metrics in the context of marketing Identify and explain the role of marketing metrics in the context of marketing

The role of marketing has been widely identified as the use of metrics to communicate the marketing functions spending to the top management (Lamest & Brady, 2010). The marketing function is continuously undergoing change in order to remain relevant to the evolving trend in business.

Marketing is no longer the relaxed field where the main idea was to generate awareness and brand. Traditionally, marketing was considered the driving force towards a business' cash flow. However, contemporary business analysts have raised the awareness for companies to monitor their spending on marketing activities in order to ensure it does not negatively affect the returns. For this reason, marketing metrics was introduced into a business marketing function so that it can ensure accountability through measures and insights into tactics or activities being undertaken.

The process of making marketing decisions in your chosen organization For my chosen organization, Al Nahdi Holdings Company, the marketing decision process originates from the marketing department. The marketing department, assess the potential market and the product attributes in order to come up with a marketing plan that will ensure high demand for the product. The decision on which activity or plan to use will also depend on the marketing metrics, to ensure the chosen plan does not use more funds than the revenue realized. The marketing metrics are not only used to determine if marketing will consume less, but it is also used in making the decision on which plan is best suited under a specific percentage of costs that will occur.

References

<https://assignbuster.com/marketing-metrics-in-the-context-of-marketing/>

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[Accessed 22 January 2015].