Diploma in Professional Marketing

Mandatory Module: Mastering Metrics

Through the CIM website you have free access to a large range of journals and reports. This document signposts articles, journals, web pages and a range of other material that is relevant to this module. We have divided it into the different learning outcomes to help you on your learning journey.

Unit 1: Metrics and analytics
Learning outcome 1: Understanding the role of marketing metrics
Learning outcome 2: Understanding the significance of different measurement techniques across a range of market contexts

Unit 2: Measuring effectiveness
Learning outcome 3: Know the relevant measures of marketing performance
Learning outcome 4: Apply marketing metrics to establish the effectiveness of marketing activities

Unit 3: Analytics for decision making
Learning outcome 5: Understanding appropriate sources of data for marketing analysis
Learning outcome 6: Utilise various analytics tools and techniques for marketing insight and strategic decision making

The official module guide
Your module guide is available to access via My CIM under the Your ebook tile.

The links were all checked as of August 2015. If any are broken please e-mail the details to library@cim.co.uk for resolution or alternatives. These resources are designed to be updated on a regular basis; there is a version number in the footer.

Our electronic resources for members has more information on accessing the services, alternatively please contact library@cim.co.uk or telephone +44 (0)1628 427333.
Unit 1: Metrics and Analytics

Learning outcome 1: Understand the role of marketing metrics

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DEFINITIONS
A metric is measuring system that quantifies a trend, dynamic or characteristic. Farris et al (2006)

Metrics – a set of numbers that give information about a particular process or activity – Cambridge Business English Dictionary

ARTICLES
These articles are available via CIM website. For the links to work go to MyCIM and log in. Click on the Ebsco and Emerald links and leave the pages open in your browser. Now click on the links below. [The publishers of Harvard Business Review do not permit direct links to be available – but they are available to search within the Ebsco database.]


http://dx.doi.org/10.1108/02634501111178677

http://dx.doi.org/10.1108/03090561311306688


Mastering Metrics
Study Resources


http://dx.doi.org/10.1108/JCM-02-2013-0464

http://dx.doi.org/10.1108/08858620310463097


OTHER ARTICLES
Articles from other journals that should be generally available.

http://www.cmo.com/articles/2015/7/16/five-tips-for-aligning-sales-and-marketing.html


http://www.forbes.com/sites/jaysondemers/2014/08/15/10-online-marketing-metrics-you-need-to-be-measuring/

https://hbr.org/2015/07/identify-the-marketing-metrics-thatactually-matter

http://www.business2community.com/marketing/10-marketing-metrics-probably-didnt-know-01214070


http://www.mckinsey.com/insights/marketing_sales/measuring_marketing's_worth
http://blogs.deloitte.co.uk/customer/2014/04/how-to-make-the-most-of-net-promoter-score.html

http://www.leadforensics.com/resources/blog/digital-marketing-metrics-the-experts-measure-(and-why-you-should-too)/

**OTHER ITEMS**

MyiLibrary is accessible from www.cim.co.uk/elibrary when logged in.


Anon (2015) *The new marketing metrics for B2B: measurements that really matter to the success of your business.* [online], US, Act-on. Registration will be required – available at:

**WEBSITES**

Marketing metrics made simple
*A US marketing consultant and writer*
http://www.marketing-metrics-made-simple.com/

**TRAINING COURSE**

Introduction to marketing metrics and ROI
http://www.cim.co.uk/courses/introduction-to-marketing-metrics-and-roi/

Marketing metrics: measuring marketing performance
http://www.cim.co.uk/courses/marketing-metrics-measuring-marketing-performance/

Social and digital metrics and analytics
http://www.cim.co.uk/courses/social-and-digital-metrics-and-analytics/

**CIM PAPERS**

Accessible at http://www.cim.co.uk/files/msfusion.pdf

**Executive Summary**

Sales and marketing belong together. Organisations that create closer links between them post better results, have more effective inter-departmental relationships and create positive culture change. The challenges to this vision are significant, marketing as a discipline has its roots in sales but over time the two have become separated and sometimes estranged. Our white paper on marketing and sales fusion addresses questions of ownership, the practicalities of how sales and marketing departments can operate together, and offers best practice examples from companies working successfully to integrate the two disciplines.

Executive Summary
Marketing at its most sublime combines the artistic skills of a Rembrandt or a Shakespeare with the analytical skills of a Keynes” Is marketing an art or a science? The debate has been going on for years and the jury is still a long way from returning. A successful marketer is required to possess a complex set of skills, be these the ability to think logically and analytically in order to guide strategic development, or the need to demonstrate empathy in order to build effective and meaningful communications. But where do these polymaths come from? Our Agenda Paper this quarter suggests that in order to maintain a supply of marketers able to span both worlds comfortably we need to look carefully at the way we develop and then manage marketers. To ensure that the next generation of marketers is up to the increasingly complex task it faces “A Tale of Two Disciplines” urges that we pay close attention to nurturing the skills that will help marketing become the motive force behind 21st Century commerce, guided by skilled practitioners with a unique blend of skills and personal attributes.
Unit 1: Metrics and Analytics

Learning outcome 2: Understanding the significance of different measurement techniques across a range of market contexts

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ARTICLES

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http://dx.doi.org/10.1108/13632541211278987

**OTHER ARTICLES**
Articles from other journals that should be generally available.

http://www.strategy-business.com/media/file/00250_When_Big_Data_Isnt_an_Option.pdf

**OTHER ITEMS**
MyiLibrary is accessible from www.cim.co.uk/resources when logged in.


**WEBSITES**
Marketing metrics made simple
*A US marketing consultant and writer*
http://www.marketing-metrics-made-simple.com/

ACORN – A classification of residential neighbourhoods
http://acorn.caci.co.uk/

MOSAIC
http://www.experian.co.uk/marketing-services/products/mosaic-uk.html

**TRAINING COURSE**
Introduction to marketing metrics and ROI
http://www.cim.co.uk/courses/introduction-to-marketing-metrics-and-roi/

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Social and digital metrics and analytics
http://www.cim.co.uk/courses/social-and-digital-metrics-and-analytics/

**CIM PAPERS**

**Executive Summary**
Marketers in the NHS are increasingly accountable for the resources allocated to them. Marketers have a key role to play in improving patient care, with significant implications for the trusts and bodies for which they work. Metrics and measurement will be at the heart of this. Measurement and return on investment are needed to ensure that marketing activities are monitored, progress accurately measured and resources focused on the key areas that matter to patients. In the CIM’s second White Paper on marketing in the NHS, it explores how marketers can ensure they are delivering value for money and making the most of the precious resources they have. Working with marketers from across the NHS, the CIM has produced this White Paper looking at the importance of measurement in the context of the NHS, how marketers can measure and monitor their activities and what tools they can use to help them do so.
Mastering Metrics
Study Resources

Unit 2: Measuring Effectiveness

Learning outcome 3: Know the relevant measures of marketing performance

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OTHER ARTICLES
Articles from other journals that should be generally available.


JOURNALS
A pre-structured search on Ebsco on ROI and Marketing http://search.ebscohost.com/login.aspx?direct=true&db=plh&bquery=(ROI)+AND+(SU+Marketing)&cli0=FT&clv0=Y&type=1&site=ehost-live


Sections within this include: Measures of performance, Operating performance and Return on Investment.


Four articles where ROMI is quoted:


**WEBSITES**

Benchmarking. Marketing Donut http://www.marketingdonut.co.uk/marketing-market-research/benchmarking

Marketing metrics made simple
A US marketing consultant and writer http://www.marketing-metrics-made-simple.com/


**TRAINING COURSE**

Introduction to marketing metrics and ROI
http://www.cim.co.uk/courses/introduction-to-marketing-metrics-and-roi/

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Social and digital metrics and analytics
http://www.cim.co.uk/courses/social-and-digital-metrics-and-analytics/

**CIM PAPERS**
http://www.cim.co.uk/Research/unlockthevalue.aspx

**Executive Summary**
As organisations increasingly focus on growth and an ‘upturn’ mindset, marketers across all sectors are grappling with the challenge of driving performance whilst working smarter to achieve more effective communications with less: How can we get more value from our investments in creative, brand and marketing assets? How can we become more efficient by improving campaign management processes? How can we better identify, capture and share good practice across the organisation? Responding to these questions, The Chartered Institute of Marketing and Canon Europe are collaborating to explore how industry leaders can unlock value their creative marketing processes.
Unit 2: Measuring Effectiveness

Learning outcome 4: Applying marketing metrics to establish the effectiveness of marketing activities

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OTHER ITEMS

What is attribution modelling? (2014) YouTube video, added by iProspect Ireland [online] https://www.youtube.com/watch?v=tMSFd1QyhCw

Different types of attribution models. (2014) YouTube video, added by docstocTV [online] https://www.youtube.com/watch?v=ksl_MAht1gc
http://www.theguardian.com/media-network/2015/mar/18/attribution-modelling-marketing-outcomes-credit

**WEBSITES**

Marketing metrics made simple  
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http://www.marketing-metrics-made-simple.com/

Attribution modelling overview: assign credit for sales and conversions to touchpoints in conversion pathways.  
https://support.google.com/analytics/answer/1662518?hl=en

About the model comparison tool  
https://support.google.com/analytics/answer/6148697

Occam’s Razor by Avinash Kaushik  
http://www.kaushik.net/avinash/multi-channel-attribution-modeling-good-bad-ugly-models/

**TRAINING COURSE**

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http://www.cim.co.uk/courses/introduction-to-marketing-metrics-and-roi/

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Unit 3: Analytics for Decision Making

Learning outcome 5: Understanding appropriate sources of data for marketing analysis

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**OTHER ARTICLES**

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**JOURNALS**

You can set up alerts for journals on Ebsco so each time an edition is uploaded you receive notification.

*Campaign* published by Haymarket available on Ebsco

*Marketing Insights* - published by the American Marketing Association available on Ebsco

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Marketing metrics made simple
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http://www.marketing-metrics-made-simple.com/

UK National Statistics – Publication Hub

The Organisation for Economic Co-operation and Development
*The OECD aims to promote policies that will improve the economic and social well-being of people around the world.*
http://www.oecd.org/statistics/

Information on National Statistical Systems by country

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Learning outcome 6: Utilise various analytics tools and techniques for marketing insight and strategic decision making

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http://dx.doi.org/ 10.1108/08858621011058142

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Articles from other journals that should be generally available.


http://sagepub.com/content/3/3/2158244013501332

WEBSITES
Marketing metrics made simple
A US marketing consultant and writer
http://www.marketing-metrics-made-simple.com/

Making the most of a marketing data dashboard — they are a supplier but there is some interesting material on their site including interviews
https://www.geckoboard.com/learn/marketing-data-dashboard/#.VbDuea1RGpo

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CIM PAPERS


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http://www.cim.co.uk/files/bmreport.pdf