

Fueling growth with SwayTech's Tactical 20.

Tactic #1

**Always
start with
the money.**

**Sway
Tech.**

Marketing Spend ROI Assessment.

Why?

So you can assess your current marketing spend (people and execution) to understand if you are investing \$\$ on the right things

and

How effective your spend is in delivering the right return on investment (ROI), and in meeting your business objectives.

KPIs you should have in place.

- Marketing/Campaign ROI (based on expense and resulting revenue)
- Cost per lead
- Cost per acquisition
- Revenue per acquisition
- Customer lifetime value (CLV)

Step 01.

Budget Analysis.

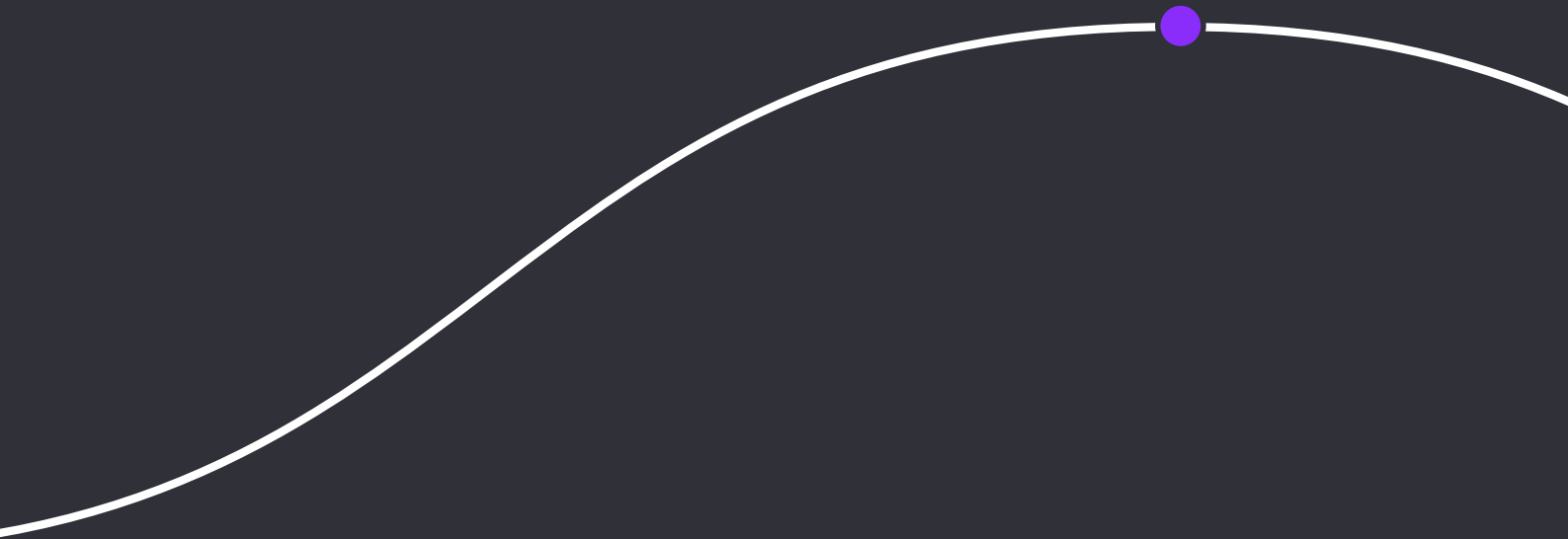
Review the current marketing budget allocation across different **channels and initiatives** to get a clear picture on **total spend**.



Step 02.

Align Goals.

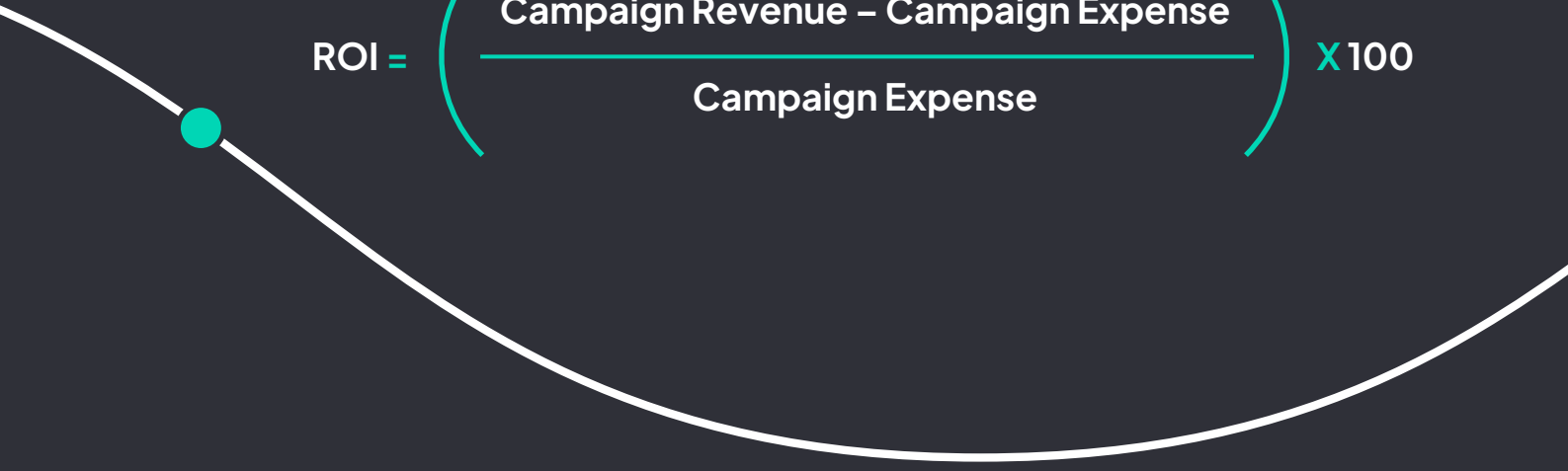
Assess how well marketing goals **align** with overall business objectives and revenue targets.



Step 03.

Cost Effectiveness.


Evaluate the cost-effectiveness of each marketing channel and campaign in terms of **ROI and conversion rates**.


$$\text{ROI} = \left(\frac{\text{Campaign Revenue} - \text{Campaign Expense}}{\text{Campaign Expense}} \right) \times 100$$

Step 04.

Lead Generation Analysis.

Analyse the **cost per lead** generated from different marketing efforts and their quality.


$$\text{CPL} = \frac{\text{Total Campaign Cost}}{\text{Total Number of Leads Generated}}$$

Step 05.

Customer Lifetime Value (CLV).

Calculate the CLV to determine the long-term impact of marketing efforts on **customer retention and profitability.**



Step 06.

Competitor Benchmarking.

Research and compare marketing activity with competitors to identify areas of **improvement and or differentiation.**



TOP TIP: Using **ChatGPT 4 BrowserOp** plugin you can accelerate this step.

Step 07. Build Recommendations.

Based on the analysis detail actionable recommendations to **optimise marketing spend and improve ROI.**

To Note: This step requires some expertise.



Be confident your marketing is right for your company's age and stage of growth.

Ensure your marketing investment is:

- Optimised for where you are today and against the resources you have
- Delivering the impact
- Have focus, an objective and is being measures
- Will support the business goals

NextUp:Tactic #2

Digital Review.

Understand how to conduct a comprehensive review of you company's digital presence, including your website and search engine optimisation (SEO) spend, to identify areas for improvement and enhance online visibility.

Follow SwayTech on LinkedIn to get notified as we share further tactical marketing plays and Feel free to connect with our [CEO Michael](#).

**Sway
Tech.**

**When we say marketing,
we think business.**

swaytech.co.nz