



February 2010 Newsletter

The Proof is in the Pudding!

So what is the big deal about Return on Investment (ROI)? To be taken seriously as a professional marketer you have to show measurable results of revenue growth and bottom-line benefit - or as your boss calls it - PROOF! This should be done in two ways - by tracking your internal and external results.

Need tracking ideas?

- ✗ Are your marketing and sales campaigns paying off?
- ✗ Who are your top profitable clients and are you retaining them?
- ✗ Which clients are at risk of leaving?
- ✗ Are your cross-selling efforts having an impact?
- ✗ Are you leveraging your best revenue and profit growth segments?
- ✗ What other products are your new clients going for?

We all have marketing activity; developing strategic plans, direct mail campaigns, retention programs, onboarding/Matrix events, etc. - but they offer limited value if you cannot quantify the results. That is the beauty of an MCIF system! MCIF systems help you identify, track, and report on your marketing efforts.

Don't have time to do all this? Don't have the staff to help you with this? How can you afford not to? To get more information on ways we can help you get results in 2010, contact alexab@gomarquis.com today!

The National Conference on Marketing, hosted by MARQUIS is back! See the e-brochure that describes the who, what, where, and when [here](#). The deadline for registration is March 1, 2010. You still have time to register on-line at <http://www.gomarquis.com/conf/mq2010/>. We would love to see you in Dallas in April!

Our Support Team, GoMarquis Team, and Consulting Team are here to help you. You can call us at 800-365-4274 for any questions you may have.

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