

7 Step Process to Maximize Your Return on Marketing Investment

Step 1: Identify the Profit Customer

Profile users of your brand and competitive brands. Look for clusters of profiles for mass marketing, or pinpoint specific profiles for micro marketing efforts.

Step 2: Identify Most Effective Marketing Message to Reach Profit Customers

Fine tune your marketing message based on the innate preferences of your target customer.

Step 3: Match Your Customer Profile with Media Preference

Each profile or set of profiles has specific marketing and media preferences. Put your money with the right type of media to reach your customers... no more wasteful spending.

Step 4: Tailor Marketing Message

Combine the message with the media to develop the image you will portray in the marketplace.

Step 5: Test Targeted Messages

Prior to full scale development, make sure your new message works with the audience you are trying to reach. Test and adjust ads before costly media buys.

Step 6: Broadcast Targeted Message

Implement the marketing programs or advertisements you created using Xyting Insight™.

Step 7: Calculate ROI

Measure performance of your new marketing program.

Profiles of Brand X Target Customer

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|----------------|----------------|-----------------|-----------------|
| Initiate 16 | Perform 3 | Classify 15 | Reliable 12 |
| Operate 8 | Practical 5 | Implement 13 | Organize 14 |
| Perceive 10 | Compose 6 | Verbal 2 | Clarify 9 |
| Plan 1 | Theory 4 | Analyze 11 | Conceptual 7 |

