

## **How to Make an Investment in Your Marketing ...and Gain a Positive ROI!**

*By Steve W. Geiger*

You may or may not realize that marketing is truly an investment. Many people have not heard of it described in these terms. When you decide to make an investment, whether it be in a marketing program, advertisement or public relations campaign, or a sales promotion, you need to think of it as an investment of your company's money to make a positive ROI (Return On Investment). When you don't think in these terms you may be missing a critically important factor that can make or break your company in the long run.

Let's look at an analogy, using the stock market. When you buy a stock you invest your money in the hope of making a gain. There are many factors that can affect the stock's ability to make a gain. A primary one being the market itself; whether it is a "Bull" (up) or "Bear" (down) market. You normally try to invest during a down cycle and sell during an up cycle. Buying marketing can work in much the same way. Contrary to what you may think about marketing, if you invest during a down market you can gain an enormously positive ROI. The main reason for this is because most companies are scaling back their marketing budgets in a down market because they look at marketing as an expense to eliminate, not as an investment. If you increase your budget, this added exposure creates a memorable image that lasts well into an up market, as well as shows that your company is strong, creating consumer trust. However, a marketing investment not only works in a down market, you can gain a massively positive ROI in an up market as well. By setting your company apart through a strong creative campaign, you will get customers to notice you in any market. Which brings us to the next point...

Making the marketing investment is an important decision for your company. You need to partner with a marketing, advertising, or public relations firm that has a proven record in gaining its clients a positive ROI. Don't hesitate to ask them for examples of how they have affected the bottom line of a company. It is not always the prettiest collateral materials or award-winning work that is effective in selling products or services and gaining a positive result.

Be sure to monitor and track your marketing results. Set realistic growth goals and milestones with your marketing firm to meet or exceed. If they consistently cannot meet them it may be time to pick a new firm to partner with.

Remember, you are in charge; it's your investment. Thinking of your marketing as an investment can take much of the guesswork out of a campaign. Monitoring your investment dollars as if you have invested in a stock can help keep your campaign on track. Follow these steps and reap the reward of gaining a huge ROI on your marketing dollars.

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Minimize the Risk, Reap the Return...

"Just as you would invest in an IRA or the stock market to make a return and to make money, Marketing is an investment; an investment in your business, to make you money!"

-- Steve W. Geiger