

MEASURING & IMPROVING RETURN OF MARKETING INVESTMENT (ROMI)

"Maximize Marketing Value Through Data-Driven Strategies and ROI Analytics"

Schedule

Date	Venue	Fees (Face-to-Face)
13 - 15 Oct 2026	Doha, Qatar	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today's competitive and budget-conscious marketplace, marketing leaders are under increasing pressure to demonstrate accountability and value creation. Measuring Return on Marketing Investment (ROMI) is critical to aligning marketing activities with business objectives and making informed decisions on where and how to spend.

This results-driven course equips participants with the tools, techniques, and analytical frameworks needed to measure marketing performance, justify budgets, and optimize campaigns for maximum impact. It blends marketing analytics, financial modeling, and strategic planning to enable smarter, data-driven marketing decisions.

Objectives

By the end of this course, participants will be able to:

- Understand the principles and metrics behind ROMI measurement
- Analyze marketing spend in relation to revenue and profitability outcomes
- Apply tools and models to assess campaign effectiveness across channels
- Make data-backed decisions to improve marketing budget allocation
- Communicate marketing performance to stakeholders with clarity and credibility

Why Attend

- Build the business case for marketing investments using clear financial logic
- Learn to connect marketing KPIs to sales, profitability, and growth metrics
- Gain tools for scenario modeling, channel attribution, and campaign reporting
- Translate complex data into actionable insights for marketing optimization
- Position marketing as a strategic contributor to business performance

Target Audience

This program is designed for:

- Marketing managers, strategists, and budget holders
- CMOs and marketing directors responsible for ROI and performance
- Brand managers, campaign analysts, and product marketing leads
- Finance professionals working closely with marketing departments

Individual Benefits

Key competencies that will be developed include:

- ROMI calculation and campaign cost-benefit analysis
- Marketing performance dashboards and reporting
- Customer acquisition cost (CAC) and lifetime value (CLV) modeling
- Channel performance benchmarking and optimization
- Strategic thinking and financial literacy in marketing

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved marketing accountability and transparency
- Optimized use of marketing budgets across platforms
- Enhanced collaboration between marketing, sales, and finance teams
- Data-driven culture that supports innovation and strategic growth
- Higher returns from marketing activities and clearer investment impact

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Key principles of ROMI, metrics, and financial logic
- Case Studies - Real-world examples of marketing performance improvement
- Workshops - Hands-on modeling of ROMI, dashboards, and ROI forecasts
- Peer Exchange - Group discussions and cross-industry sharing of practices
- Tools - ROMI calculators, budget templates, and campaign evaluation scorecards

Course Outline

DETAILED 3-DAY COURSE OUTLINE

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Marketing Performance & ROMI

- Module 1: Defining ROMI and the Marketing Value Chain (07:30 – 09:30) • From spend to impact: how ROMI supports accountability
 - Understanding hard vs. soft metrics in marketing
- Module 2: Marketing Metrics and Financial Literacy (09:45 – 11:15) • Key metrics: CAC, CLV, conversion rates, funnel ROI • How to interpret results from a CFO’s perspective
- Module 3: Workshop – ROMI Basics (11:30 – 01:00) • Hands-on calculations with sample campaign data
- Module 4: Group Activity – Mapping the Marketing Value Journey (02:00 – 03:30) • Identify key touchpoints and ROI potential

Day 2: Channel Attribution, Budgeting & Forecasting

- Module 1: Measuring Channel Effectiveness (07:30 – 09:30) • Attribution models: first-click, last-click, multi-touch • Understanding media mix modeling and ROI variance
- Module 2: Budget Allocation Models (09:45 – 11:15) • Historical vs. predictive budgeting approaches • ROI forecasting for new and repeat campaigns
- Module 3: Workshop – Attribution Strategy Planning (11:30 – 01:00) • Build a simplified attribution map for a multi-channel campaign
- Module 4: Peer Exchange – Channel Performance Benchmarking (02:00 – 03:30) • Compare approaches across industries

Day 3: Reporting, Optimization, and Communication

- Module 1: Performance Reporting Dashboards (07:30 – 09:30) • Designing executive dashboards for ROMI tracking • Visualizing insights for business decision-making
- Module 2: Optimization Techniques (09:45 – 11:15) • A/B testing, ROI thresholds, and campaign tuning • Avoiding the pitfalls of vanity metrics
- Module 3: Workshop – Final ROMI Strategy Presentation (11:30 – 01:00) • Create and present a marketing performance report
- Module 4: Wrap-Up and Personal Action Plan (02:00 – 03:30) • Course review and implementation roadmap

Certification

Participants will receive a Certificate of Completion in Measuring & Improving Return on Marketing Investment (ROMI), validating their ability to analyze, report, and optimize marketing activities for strategic value and financial return.

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