

Burton-Taylor

INTERNATIONAL CONSULTING LLC

Marketing ROI Sample

The slides presented here are extracts from larger presentations, consequently some will appear out of context. They are presented only as indicative samples of Burton-Taylor Market Intelligence, Strategic Planning or Revenue Generation activity.

The data shown may not be representative and should not be used in decision making.

Marketing ROI Measurements

- All marketing related activities and expenditures are mapped to quantifiable, revenue driven, results

B-T's Rev: *Rapid execution variables™* always include measurable, quantifiable metrics to ensure that you clearly understand which marketing activities generate the greatest return, and...

Revenue Generation Activity

Marketing Investment = \$506,095*

% of Total Marketing Budget = 70%

	Outbound Phone	Email	Website	Direct Mail	US Events	Int'l Events	Advertising	PR	Online Marketing
% of Budget	5%	0%	0%	4%	48%	32%	9%	3%	0%
Budget	\$22,800	\$0	\$1,548	\$22,400	\$241,660	\$160,825	\$44,000	\$12,862	\$0
Inquiries	237	1	2	12	47	47	6	2	4
Cost per Inquiry	\$96	\$0	\$774	\$1,867	\$5,142	\$3,422	\$7,333	\$6,431	\$0
% of Leads Qualified	14%	100%	50%	17%	26%	15%	33%	50%	25%
Qualified Leads Generated	32	1	1	2	12	7	2	1	1
Cost per Lead	\$713	\$0	\$1,548	\$11,200	\$20,138	\$22,975	\$22,000	\$12,862	\$0
Closing Rate	9%	0%	0%	50%	25%	29%	50%	100%	0%
Number of Sales	3	0	0	1	3	2	1	1	0
Cost per Sales	\$7,600	No Sales	No Sales	\$22,400	\$80,553	\$80,413	\$44,000	\$12,862	\$0
Revenue Generated	\$800,000	\$0	\$0	\$100,000	\$1,000,000	\$800,000	\$200,000	\$200,000	\$0
Total Number of Sales	11								
Average Revenue per Sale	\$281,816								
Total Revenue	\$3,100,000								
Return on Marketing Investment (ROMI)	613%								

...the exact contribution Marketing activities make to your revenue line.

*excludes payroll, Research & Strategy, training materials

Rev: *Rapid execution variables™* action plans Burton-Taylor International Consulting LLC

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- The Burton-Taylor proprietary Hourglass Analysis™ methodology provides a structured, yet customizable consulting approach that helps companies dramatically improve three critical business disciplines; Market Intelligence, Strategic Planning and Revenue Generation.



Hourglass Analysis™ Burton-Taylor International Consulting LLC

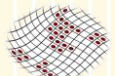
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Author	Biography
Douglas B Taylor	<p>Douglas B Taylor is founder and Managing Partner of Burton-Taylor International Consulting LLC, a business consulting organization created in 2006 and focused on helping information, news, software and financial services companies improve performance through improved Market Intelligence (Sector or Customer Research), Strategic Planning (BU/Company or Service/Product Strategy) and Revenue Generation (Marketing or Sales Plans).</p> <p>Mr. Taylor entered the information & news space at Reuters in 1987, where he spent 15 years in North America, South America and Europe, the last 5 of which heading Reuters news marketing and product management globally. His team successfully redefined product segmentation and commercial policy to, for the first time in Reuters 150 year history, profitably address financial professional, media and consumer audiences.</p> <p>After leaving Reuters, and before founding Burton-Taylor International Consulting LLC, Mr. Taylor served as Managing Director, Customer Segment Management, Marketing & Product Development, for Thomson Financial in Asia. In that role he headed the marketing and product development divisions, as well as the Investment Management, Investment Banking & Research, Institutional Equities and Wealth Management business units for the region. Mr. Taylor's teams completed ground breaking market, competitor, customer and user needs research, and defined a news and data strategy which tripled revenue in the region.</p> <p>Mr. Taylor has also served as Chief Operating Officer of EMIS, a global Euromoney Institutional Investor company specializing in delivering emerging market research, news, private company data and analytics to corporate, consulting, government and investment professionals, Chief Marketing Officer at Insurance Technologies, leading the research & strategy, communications and sales enablement teams, serving the annuity and life software sectors, and as Manager, Partner Engagement at Microsoft, responsible for channel partner business strategy and relationship management in Microsoft's largest customer segment.</p> <p>Among other publications, Mr. Taylor has been quoted as a financial information industry expert by The Wall Street Journal, The New York Times, The London Times, Dow Jones Newswires, Agence France-Presse and in the biography "Mike Bloomberg; Money, Power, Politics", by Joyce Purnick.</p> <p>Mr. Taylor has over 25 years financial information and services background, carries an MBA in Marketing and Management and a BBA in Finance from the University of Oklahoma, holds seven unique market research and analysis trademarks, is a member of the Society of Competitive Intelligence Professionals (SCIP) and is a non-Executive Board member of First State Financial Inc.</p>

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- ▶ vwd
- ▶ Warburg Pincus
- ▶ WPP
- ▶ Xignite
- ▶ Dozens of private equity, investment & consulting firms from around the world, who have chosen to remain anonymous



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- Burton-Taylor clients command an estimated 80% of global revenue share in the market data space and include the world's largest Exchange groups, key government organizations and regulatory bodies on multiple continents, five of the six largest advisory firms serving the industry, and more than 30 of the most active private equity and investment companies around the world...all of which using Burton-Taylor data as their industry benchmark.
- While accomplished in the Americas, Europe and Asia, and with a strategic approach that remains generalist, B-T has developed substantial expertise in the global information, insurance, financial services and software industries, with deep focus in North America, China, India and Asia.
- B-T's [Hourglass Analysis](#)TM process provides a proven, structured yet customizable, business consulting approach that helps companies clearly target new opportunities, define new strategy, and plan new actions to maximize growth.
- B-T completes custom research, varying in size from small single product or market detail reports to large global industry and competitor sizing and profiles.
- To learn more about how [Burton-Taylor International Consulting LLC](#) can help your company improve performance through improved [Market Intelligence](#), [Strategic Planning](#) and [Revenue Generation](#) activities, please call +1 646 201-4152, email: questions@burton-taylor.com or visit www.burton-taylor.com.