



# Quest The Essential Marketing Guide



The most human company wins



A few of the Quest team

# Let's Quest Together

We're going on a rollicking odyssey with you to the sunny side of possibility. It's pretty crazy out there, so buckle up!

At Quest, we believe in the power of stories to win friends, shift opinions and behaviour. We work with the risk-takers, the restless ones, the square-peg- in-a-round hole types who are on a journey of discovery to find their corner of the universe and claim it as their own.

We're as hungry for results as you are, so we don't just talk about being results-driven, we deliver them. So, less talk, more do, all wrapped up in solid analytics and some great digital tools too.

Our customers are endearingly demanding, yet not entirely sure how it all works when it comes to crafting and spreading their story and their word, which is where we fit in.

They're also keen to learn and need us to navigate their journey of discovery, because they have families, boards, colleagues and others that will hold them to account if it all goes pear shaped. Which of course it won't.

You could say we're your internal marketing team, so we work hard to figure out what delivers. We challenge, we flex, and we grow with you and take care of the details along the way.

And because you like all the elements of your marketing journey to be in the same direction, we've brought a small, hand-picked crew onboard too. Serial marketers, strategists, digital natives, writers, designers, videographers, and a photographer or two.

Most of all we ask great questions. We bring an outside-in, inside-out perspective, if you get our drift? We roll up our sleeves, to help you feel inspired, confident, organised and in control. So you can get on with your day job. At least until you've reached your destination.

Okay, what do you reckon?  
Does that sound like you?

Ready to quest together?

**Cover story -  
The most human  
company wins (Pg18)**

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**“A quest is a mission, an adventure - it sets us down a road toward greater meaning and purpose.”** *Peter Roband*



A few of the Quest team

# Results mean everything to us

Our passion is challenging the status quo to enable businesses to think differently and succeed. One of the ways we do this is by leveraging something that no one else can claim – your unique story. Quest has developed a range of integrated sales and high engagement media techniques that deliver top line lift through enhanced brand differentiation and positioning.

Quest launched in 2005 and was founded by multi-award winning marketer Hamish Lowry. Our company name reflects the journey that businesses take towards achieving their goals. Quests require sustained effort and overcoming many obstacles in order to reach the destination.

Your ROI results mean everything to us and we've got the track record to back it up. Our success is totally dependent on yours and we are always looking to generate more value.

## **Customer first**

We listen closely before we act, customer needs drive our output.

## **Can do**

We apply passion and creativity to get the job done right for our clients.

## **No bull**

We do what we say we will, tell it like it is, meet our commitments and act ethically.



# Founder Story

## Hamish Lowry on the power of unique business stories and the quest for success.

Hamish Lowry, founder of Quest Marketing, emphatically believes that his clients' stories have the power to influence people and shift behaviour.

He knows that every business has its own unique story and when that journey, that quest for success, is shared with a business' ideal customers, magic happens.

"Our clients say that we tell their story in a really authentic and engaging way. A key driver for us is the knowledge that our business owners have families, boards and stakeholders who will ask questions if the business goes pear-shaped. We know they quite rightly want results and that's where we deliver", says Hamish.

The Hawke's Bay-based marketing agency specialises in creative marketing solutions, including digital campaigns which are monitored using a mix of analytical tools. Campaigns are reviewed and refined using data-driven decision-making to deliver optimum results for clients.

"We're a down-to-earth team that rolls up our sleeves and just gets on with delivering great marketing. Our focus is on making marketing easy for our clients, so they can get on with their day jobs", Hamish explains.

"We don't do one-night stands. We work hard at building long-term relationships. We walk beside our clients every step of their journey and so closely, that for many, we're more like their in-house marketing team. I think that the value our clients place on this rock-solid support is reflected in our substantial list of long-term clients", says Hamish.

Quest offers end-to-end marketing solutions, from strategy, through to delivery and ongoing support. However, Hamish says that its specialists can step into that process at any stage.

So what of Quest's own business journey? Hamish is the first to admit it's had its ups and downs.

# Founder Story

In 1998 he accepted a role as GM of Hawke's Bay Tourism and, with two young kids and a third on the way, had shifted his family from Auckland to the Bay. The new position entailed destination marketing with a focus on food and wine. Basically, marketing Hawke's Bay to the world.

Under Hamish's leadership, Hawke's Bay Tourism won two prestigious national marketing awards. But conscious that these achievements were a team effort, Hamish says he was very fortunate to have worked with several inspirational people along the way who helped drive this success.

But, after seven years at the helm, it was time for change.

Hamish's time at Hawke's Bay Tourism had showed that there were many small to medium business owners who needed marketing expertise. With a plan to provide this, he left the organisation, converted an orchard shed into an office and Quest Marketing was born.

That's when the ride got rocky.

Despite hustling for business, work didn't come from Hamish's extensive network or from the other sources he expected it to.

Hamish says, "I remember my stomach sinking when it dawned on me that I had no profile, I'd just started a company called Quest that no one had ever heard of, had no regular income and a young family to support. It was a scary time. I wondered if starting up on my own had been a massive mistake."

But Hamish knew he had the skills to help people sell their products and services. Eventually, he won work as a strategic marketing consultant.

"Clients keep saying that I'd provided a great strategy, but could I help develop their brand, or could I build them a website. I adopted a policy of saying yes to everything, then figuring out how to do it later, so the business could survive", he recalls.

In order to meet his clients' needs, Hamish welcomed onboard other dedicated professionals, starting with a graphic designer and website developer. Gradually Quest's capabilities grew.

**"It dawned on me that I had no profile, and I'd just started a company called Quest that no one had ever heard of."**

*Hamish Lowry*

But the real turn-around for Quest came when Hamish recognised an untapped opportunity to capitalise on what was then still an emerging technology - telling business stories through video. A talented and experienced videographer was duly hired. Slowly, Quest's client base began to grow.

Fast-forward to today and Quest benefits from what Hamish calls "cumulative advantage". Small wins have accumulated over time, building momentum and generating a self-sustaining cycle of growth.

"We no longer have to look for work much. Businesses come to Quest for their marketing, having heard of our reputation, often through word-of-mouth.

"We partner with small to medium enterprises and entrepreneurs who need to outsource a marketing specialist. However we've also worked with household names such as Fonterra, NZ Trade & Enterprise, and Positively Wellington.

"Quest is a full-service digital marketing agency, but we're happy to work with other marketing teams that work for larger companies too. We've worked with ABB's global marketing managers for over a decade and do the same for Hustler Equipment", says Hamish.

Long before it became popular post-Covid, Quest used a distributed office model. Hamish cites it as one of the reasons he's been able to attract and retain such talent at Quest. His small, handpicked team of marketing specialists all work remotely and love the freedom that gives them.

This kind of forward-thinking is characteristic of Quest. A valuable quality in a marketing agency you might say. Unconventionally, Quest resists the trend for flashy, corporate premises. Clients are warmly welcomed into the unpretentious orchard office and, if they time it right, treated to fresh baking from the local café. There is a definite sense that Quest is secure in the value it delivers to its clients and that it has the confidence to tread its own path.

So, after almost two decades of empowering clients in their quest for business success, where to next in the journey for Quest Marketing?

Hamish says the future looks bright. With climate change driving global sustainability, he believes a huge and necessary shift is coming. The world needs marketing communication to help propel that messaging and Quest is buckling up for the ride.



## Watch Video

Quest story: [www.quest.net.nz/about-us/](http://www.quest.net.nz/about-us/)

# x50

Video projects  
produced by  
Quest





## Client Project Hustler Equipment

*“The sales and leads generated have definitely been substantial. If you were looking to produce videos in New Zealand you should absolutely meet with Quest. They are a great partner, wonderful to work with and produce great content.”*

**Chad Kukahiko,  
Creative Director, Hustler**



**Watch Video**

Client testimonial:  
[www.quest.net.nz/portfolio-item/hustler-equipment/](http://www.quest.net.nz/portfolio-item/hustler-equipment/)

**Who we  
work with**

**Client Project**  
Fisher Funds



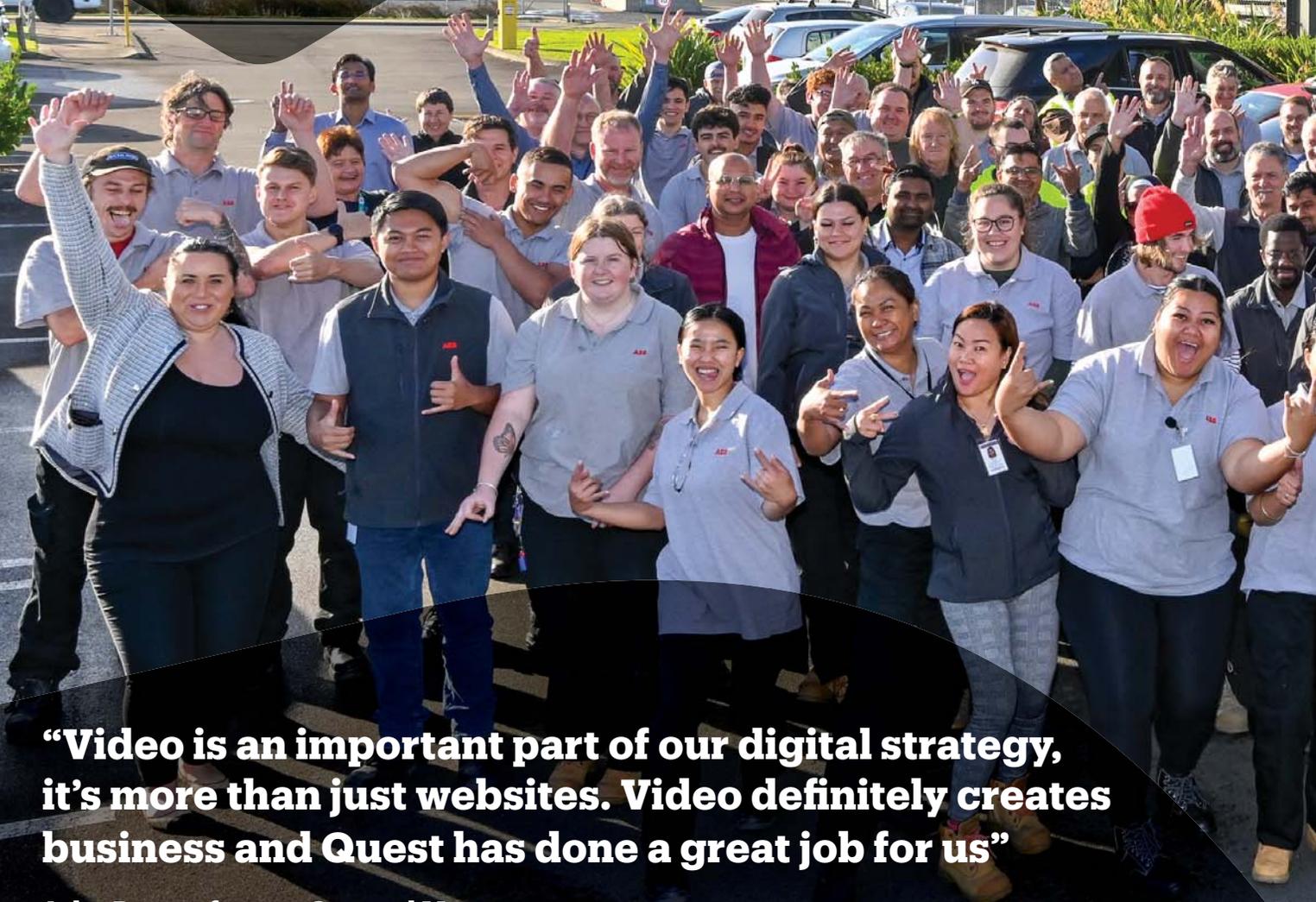
Our talented team of specialists have worked with brands in many locations over the years.



Check out the other brands we work with: [www.quest.net.nz/who-we-work-with](http://www.quest.net.nz/who-we-work-with)

# x30

projects over  
more than a  
decade



**“Video is an important part of our digital strategy, it’s more than just websites. Video definitely creates business and Quest has done a great job for us”**

**John Penny, former General Manager**



**Watch Video**

ABB testimonial:  
[www.quest.net.nz/portfolio-item/abb](http://www.quest.net.nz/portfolio-item/abb)



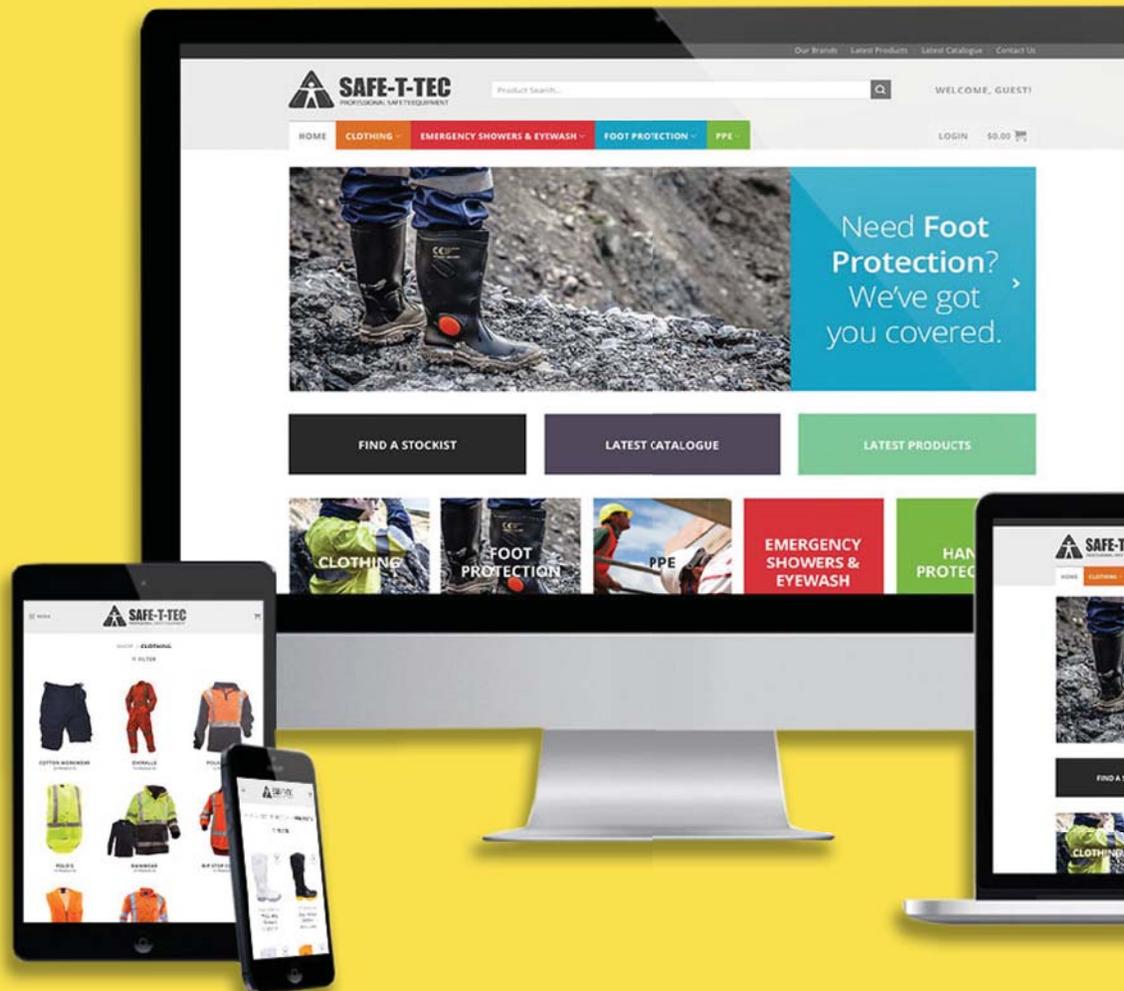
**ABB**  
**ABB**

**Client Project**  
**ABB NZ**  
90 year celebration



**Client Project**  
**Phoenix Firepumps**  
[www.firepumps.co.nz](http://www.firepumps.co.nz)

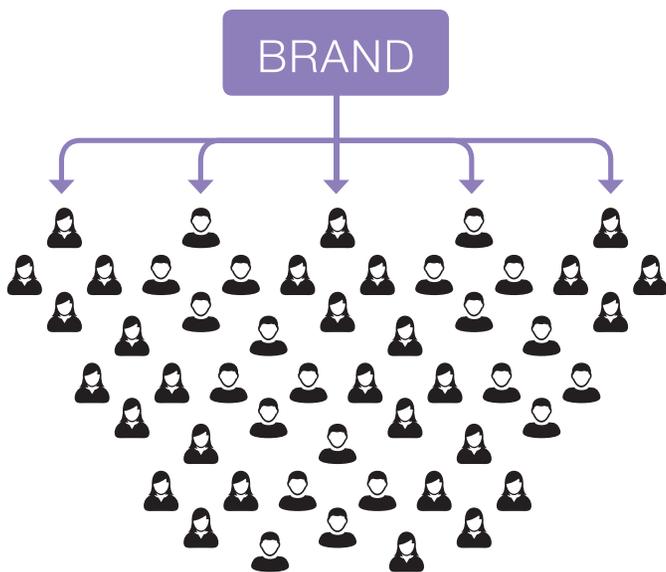
# The State of Marketing



**Client Project**  
**Safe-T-Tec**  
[www.safe-t-tec.co.nz](http://www.safe-t-tec.co.nz)

# Mass marketing is broken

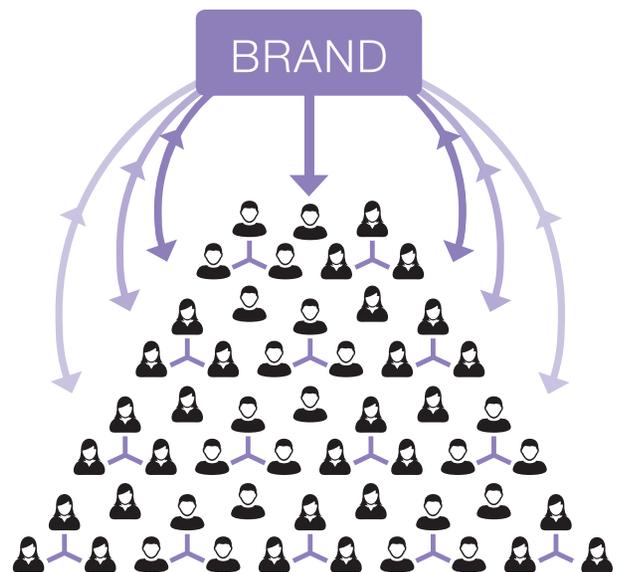
## OLD METHOD EXPOSURE MODEL



### NO CUSTOMER TARGETING

Costly and out of date,  
your company is at risk!

## NEW METHOD ENGAGEMENT MODEL



### TIGHT FOCUS CUSTOMER TARGETING

Telling personal and relevant  
stories that spread

## MARKETING MOVES TO ENGAGEMENT MODEL

A completely new approach to marketing is required to be successful in the digital marketing age.



# Digital Marketing Model

## INTEGRATED DIGITAL MARKETING MODEL

Revenue growth: Requires aligned strategy across key media channels

# The Most Human Company Wins



Is the speed of digital marketing change making you feel lost?

Customer loyalty is dying, and businesses need to be built on human connections, not advertising impressions. The chief problem is that mass marketing today is costly, and ineffective (unless you have a substantial budget). The mass marketing tactics that used to work, no longer do.

**The following truths underpin the marketplace:**

- Trust is won by revealing who you are (the most human company wins)
- Businesses will only survive if they stop advertising, and start storytelling
- If you target early adopters, they will spread your message for you.

In today's world, the most successful companies are those that prioritise the human experience. By focusing on the human element, these companies can create a lasting impact and build strong long-term relationships. The most human company wins because it understands that people are at the heart of high-trust interactions.

**Here are 3 actionable steps for an immediate course correction.**

**Start Storytelling:** we all love a good story, in fact, it's in our DNA. Use storytelling to better engage your audience and create emotional connections. Share stories about your team, your customers, and your successes.

**Use Video:** craft high-engagement videos that demonstrate your teamwork and how your products and services are helping customers to solve their problems.

**Go Behind The Scenes:** build added trust and connection by promoting a deep dive with your team. Cover their values and what makes them tick. Share their biggest challenges and customer successes.

Now that you've got some tools for becoming a more human company, what's your biggest challenge in making your course correction?



**Watch Video**

Quest story: <https://www.quest.net.nz/about-us/>

# Why Every Business Needs A Website

A business's online presence can have a massive impact on its success. But some businesses don't realise that a majority of their customers will visit a website before making a purchase. Having a strong online presence can therefore make or break for generating more revenue.

Quest has helped numerous companies of varying sizes create their digital presence. In some cases, organisations are hesitant to get online because they feel they are not tech-savvy enough and don't understand how to manage a website. Other times, companies are concerned about the cost and return on investment.

The good news is that there's easy steps to create a great website for everyone, large or small. If you still need convincing, here are seven reasons why every business needs a website.

## Credibility

One of the main website reasons for your business is to increase your organisation's credibility. Without a website, potential customers will likely question your legitimacy. Having a website is an opportunity to make a great first impression and give people comfort.

## Brand

Showcasing your brand to your prospective customers is one of the most important things that you can do. By clearly establishing who you are, what you represent and what you stand for, you increase the chances of potential customers. Your competitors certainly will be!

## Leads

One of the key reasons to have a website is sales generation. Good websites act as digital salespeople, increasing your chances of sales. If you can explain your point of difference and value proposition well, potential customers will want to know more.

## Organic Traffic

Once you're online and have an SEO-optimised website, you have a chance of showing up in Google search results. This gives you the opportunity to drastically increase your customer base for email marketing, one of the most cost-effective marketing activities available.

## Saving You Time

Many businesses get calls asking simple questions about location and hours of operation. A website can reduce these calls and increase internal productivity with well-planned information and FAQs. At the same time, this helps the customers' user experience.

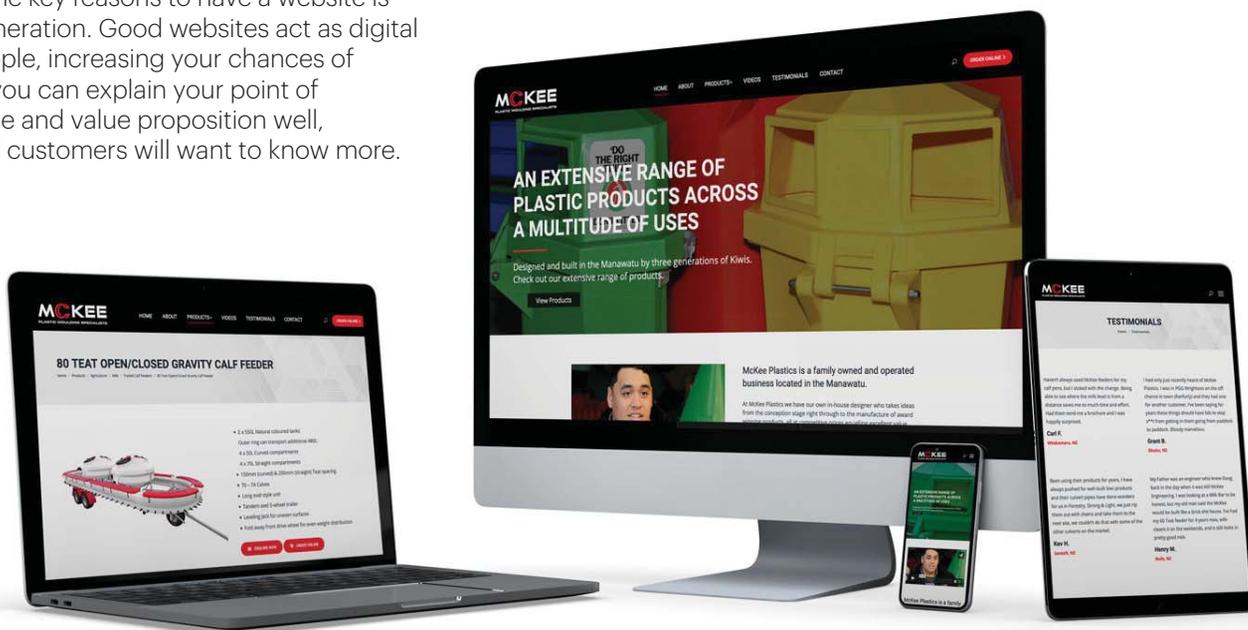
## Updates And Announcements

Since your website is working 24/7, it's easy to post updates and announcements. It's a way to keep people up to date on everything that you're doing. When something is relevant, it also increases the chances of you being able to upsell.

## Digital Marketing

If you plan on leveraging digital marketing to increase your leads and grow your business, you'll likely want to drive traffic to a website landing page. To do this effectively, your website is the key portal for securing information through contact forms.

Websites are essential to business today. We strongly recommend creating one if you haven't done so already. You can always improve it over time, but the key is to just start.



**Client Project: McKee Plastics**  
[www.mckeeplastics.co.nz](http://www.mckeeplastics.co.nz)



**Client Project**  
**ISL Industrial**

# Video Gigantic

**+96%**  
**EMAIL**  
**CLICK**  
**THROUGHS**

Video content is the most powerful marketing content you can produce. Video also increases people’s understanding of product by +74%. Shall we go on?

**TYPES OF CONTENT:**

- **Story** - business overview [who, why, when, what]
- **Education** - how our products and services work
- **Testimonials** - customer success stories

**MARKETING USE:**

- Websites
- Email marketing
- Social media channels
- Trade and consumer shows
- Presentation events (wow impact)



**Watch Videos**

Quest video library: [www.quest.net.nz/video-production/](http://www.quest.net.nz/video-production/)

# Influencer Marketing

Influencer marketing is the process of identifying, researching, engaging and supporting the people who create the conversations impacting your brand, product or services.



Influencer marketing as a strategy has been growing in popularity for the past few years, but new and different types of brands are now starting to take notice. According to Inc.com, 84% of marketers plan on at least one influencer marketing campaign, and businesses generated over \$6 for every \$1 invested.

Clothing and beauty brands have had great success with using micro influencers and major celebrities for a while now, but of course, customers are also a big part of influencer marketing as well.

Good examples of customer influencer marketing have been used by ABB and Agrecovery where customer testimonial video campaigns have been used. This type of user-generated content (UGC) allows consumers to be part of the brand story and buyer experience.

Potential customers also prefer content that feels less staged and more natural and videos that look and feel organic can be extremely effective. Nearly 95% of marketers who currently use an influencer marketing strategy believe it is effective, and we only expect this number to increase.



## Watch Video

Watch video: [www.quest.net.nz/portfolio-item/abb](http://www.quest.net.nz/portfolio-item/abb)



# Client Project

## ABB NZ

Terra AC Charger  
Marketing Campaign

### Identify key influencers

Chances are you already know some of the influencers in your industry and they may even be in your personal network. Here are some areas where you'll want to find influencers:

- Repeat customers
- Industry leaders
- Conference speakers
- Bloggers who publish regularly
- Media influencers in your industry

# Content marketing rated top digital technique

Traditional marketing and advertising are telling the world you're a rock star. Content marketing is showing them that you are one.

It's important to recognise that your customers generally don't care about you, your products or services ... they care about themselves, their wants and their needs. Content marketing addresses this by producing relevant, timely and engaging information that your target audience wants and can include blogs, reports, videos, infographics and more.

The big difference between content marketing and inbound marketing is that content marketing focuses on customer retention and loyalty, as opposed to filling the top of the sales funnel with new business. This focus on customer retention is one of the key marketing predictions for the future.

The rule of thumb is that it costs five times as much to acquire a new customer than to keep an existing one. According to Harvard Business School, an increase in customer retention by just 5% can lead to a staggering increase in profits of between 25% to 95%. Although new business is always an important driver to any operation, more companies seem to neglect the most profitable marketing strategy – keeping and growing the current customer base. It makes sense to focus first on their needs to maximise business opportunities and, by developing a content plan, you'll avoid common marketing mistakes.

The background of the page is a photograph of a cafe setting. In the foreground, there is a wooden table with a latte in a glass cup, topped with foam and a dusting of chocolate shavings. A metal spoon is stuck into the foam. To the right, there is a glass sugar dispenser with a silver lid and a spoon. In the upper left, a portion of a laptop screen is visible, showing a large letter 'G'. The overall lighting is warm and soft.

## Five steps to developing your content marketing plan:

1. Identify key customer information needs and pain points
2. Map your content to these customer personas and digital journeys
3. Optimise your content marketing material and create an editorial calendar plan
4. Secure the right resources to help you develop and distribute your content
5. Focus on the three R's of content marketing – reorganise, rewrite and retire

**Do you have a content marketing plan?**



*"Since our new website has been up and running our sales have almost doubled. The Quest team are great!"*

*Wayne Coffey, Director Combi-Clamp*



**Watch Video**

Watch video: [www.quest.net.nz/portfolio-item/combi-clamp](http://www.quest.net.nz/portfolio-item/combi-clamp)



**+50%**  
**Revenue Growth**

**Client Project**  
**Combi Clamp**

# Will AI replace marketing jobs?



Business owners worldwide are implementing AI for its transformative potential. They see AI as a means to enhance customer experiences, streamline operations, reduce costs, and gain a competitive edge.

AI offers a range of benefits including AI-driven insights and automation. Personalisation can lead to improved efficiency, better decision-making, and increased profitability.

### **Main AI marketing tasks:**

1. Data Analysis: AI data collection, analysis, and reporting.
2. Email Marketing: automated email campaigns, personalisation, and A/B testing.
3. Social Media: scheduling posts, engagement analysis and content recommendations.
4. SEO Optimisation: keyword research, and on-page SEO.
5. Content Creation: AI-generated product descriptions, social posts, and ad copy.
6. Customer Support: AI-powered chatbots for routine queries and tasks.
7. Ad Targeting: Optimised ad placements and audience targeting.

### **So, with all these benefits, will AI replace the role of marketers?**

Human marketers bring creativity, empathy, and strategic thinking to the table. They conceptualise campaigns, craft compelling narratives, and adapt to evolving market trends – qualities that AI lacks. Moreover, AI requires human oversight to ensure ethical and strategic alignment. While AI can automate repetitive tasks like data analysis and email campaigns, it's unlikely to fully replace marketing professionals.

Humans are likely to remain indispensable in shaping marketing strategies and building meaningful connections with customers. However, as AI evolves, marketing roles will continue to shift, and marketers need to get the most out of AI tools to propel your marketing success.

### **Are you getting the most out of AI for your marketing?**



# Essential Marketing Steps

**Client Project**  
Agrecovery

# Starting with Why

– how great leaders inspire everyone to take action

In 2009, Simon Sinek started a movement to help people become more inspired at work, and in turn inspire their colleagues and customers. Since then, millions have been touched by the power of his ideas, including more than 18 million who've watched his TED Talk based on START WITH WHY – one of the most popular TED videos of all time.

Everyone has a WHY. Your WHY is the purpose, cause or belief that inspires you.

## The why

Why do you do what you do? It is one of life's greatest joys to wake up in the morning... every morning, with a clear sense of why that day matters, why every day matters.

This is what it means to find your WHY.

This is the start of an inspiring journey... your inspiring journey

### **YOUR WHY JOURNEY**

Whether you're an entrepreneur, an employee, a leader of a team or division or you want to tackle the WHY of your entire organisation, discovering the WHY injects passion into your work. And it's those who start with WHY that have the ability to inspire those around them.



**Watch Video**

Watch video: [www.startwithwhy.com](http://www.startwithwhy.com)

# x3

Mobile  
Web Growth



## Client Project

### Vet Services Hawke's Bay

Dannevirke

*"We'd recommend Quest because of their responsiveness and their knowledge of the market. They've got wide skillsets, from general marketing to brand-specific, social media, and e-commerce."*

**Brendan James, General Manager**

# Customer research drives long term customers

Whether you are starting up a new business or expanding an existing one, conducting market research is imperative to understanding your target market and increasing sales.

When a company's research efforts are 80/20-enabled, the focus is on building insight with major customers. This helps develop a deep knowledge around customer needs and pain points where it counts the most and it is these insights that drive innovation. Creating new value for key customers is central to sustainable and profitable growth.

Guesswork and gut instinct simply won't cut it when it comes to maintaining profitable customer relationships in the long-term. Whether you're a large business or a small startup, tailored market research provides a reliable way to gather information and spend more time on customer success and retention.

There are two key types of research to consider: Qualitative research uncovers thoughts and opinions, and helps dive deeper into the problem. Methods include focus groups or individual interviews and typically use a small sample size. Quantitative research engages a larger sample size and generates numerical data for statistics. Collection methods are structured and online surveys can offer a cost effective option.

## Tips for research design:

1. Define the problem
2. Establish research objectives
3. Set timelines for your research
4. Secure a research specialist to conduct the work
5. Determine who you're targeting and how much data you'll need
6. Use smart tools to help collect and analyse the data

**Are you ready to get started?**



## Watch Video

Watch video testimonial:

[www.quest.net.nz/portfolio-item/vet-services-hawkes-bay/](http://www.quest.net.nz/portfolio-item/vet-services-hawkes-bay/)

# Why invest in branding

How deep is the relationship between you and your customers? Do they wear t-shirts emblazoned with your logo? Is your website in their 'favourites' menu? Will they choose your products every time, even when the price is higher?

Whether it's forming a relationship or creating a franchise with your customers, the shorthand for summing up your connection to a customer is your brand.

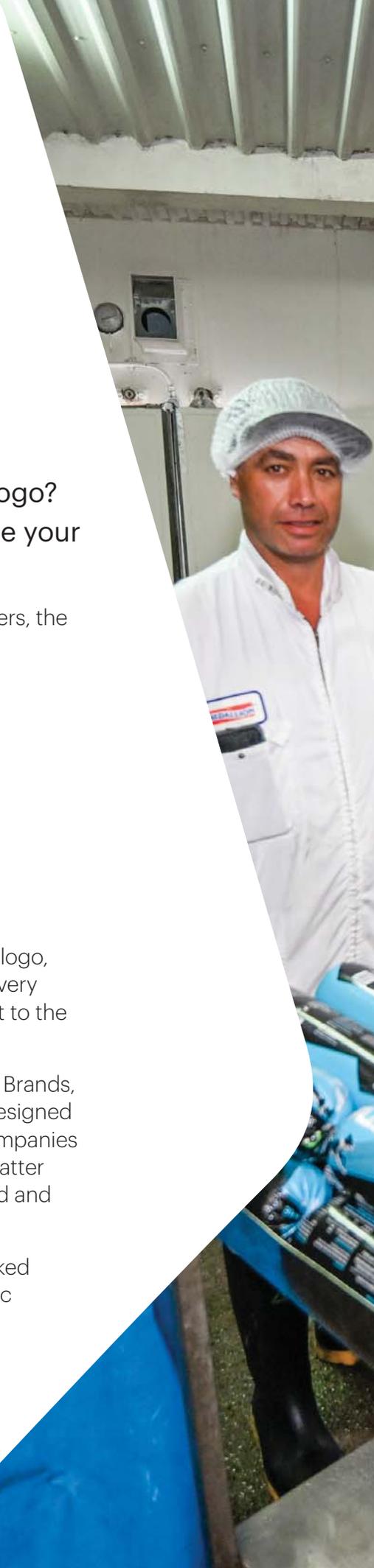
## So why invest in branding?

- To achieve a price premium
- To boost the value of your business
- To empower your consumers to love you and your product
- To unite your own culture
- To create a wonderful exit strategy

Perhaps the greatest fallacy in marketing is the idea that a brand is simply a logo, says Jacques Chevron, the US marketing guru. A brand is the sum total of every experience a customer has with a company—from the monthly bill statement to the motorway billboard.

But not all brands are in good health. David Aaker, author of *Building Strong Brands*, warns that a company that doesn't design its brand experience will find it designed for them by others—including its rivals. This article shows how design-led companies are using branding to transform their businesses from good to great. The matter is important, especially in New Zealand where branding is often undervalued and misunderstood.

Branding is a key to unlocking value that every part of the business has worked so hard to create. So how much value? In the case of our most trusted iconic Kiwi brands, such as Whittakers Chocolates and Air New Zealand, the brand goodwill is worth many millions of dollars and adds significantly to the overall company value.





**Client Project**  
**Medallion Petfoods**  
[www.stamina.co.nz](http://www.stamina.co.nz)

# Brand Design

## Client Project

### Farmright

*(Brand concept)*



[farmright.co.nz](http://farmright.co.nz)



# Better together



# Principles of Mobile Site Design

Consumers increasingly rely on mobile friendly websites to research and make purchases, which makes it more important than ever for companies to have an effective mobile presence. But what makes a good mobile site? To answer this question, Google and AnswerLab undertook an intensive research study examining how a range of users interacted with a diverse set of mobile sites.

The study was held through 119 hour-long usability sessions in Chicago and San Francisco where participants were asked to perform key tasks on their own smartphones. Both Android and iOS users were included. The common thread in all sections was that mobile users tend to be very goal oriented – they expect to be able to get what they need from a mobile site easily, immediately, and on their own terms.

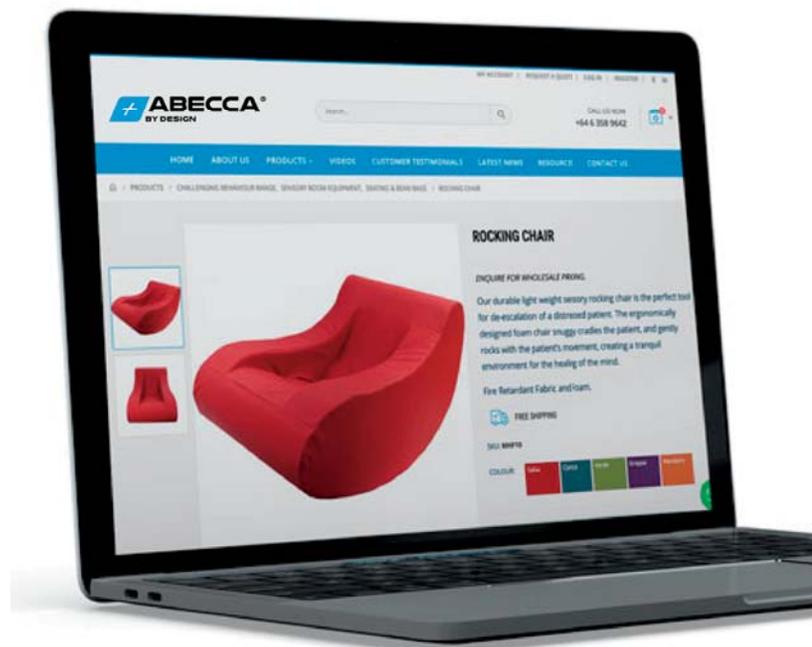
The resulting findings produced a range of best practice design principles that were then grouped into five sections:

## Home page and site navigation

The mobile homepage should focus on connecting users to the content they're looking for so keep calls to action front and center. Also keep menus short, make it easy to get back to the home page and don't let promotions steal the show.

## Site search

Site search is vital for helping mobile users find what they're looking for in a hurry.



## Download Guide

[www.quest.net.nz/free-website-guide/](http://www.quest.net.nz/free-website-guide/)

## Commerce and conversion

The customer journey is getting more complex, and users expect to convert on their own terms.

## Form entry

Whether it's making a purchase, getting a quote or joining an email list, your user's conversion experience should be as seamless as possible.

## Usability & form factor

Companies that make users pinch and zoom to view web content greatly increase the risk of losing customer interest quickly, mobile users will notice and be delighted by the small things you do for them to enhance their experience.



WORDPRESS

WOOCOMMERCE

Security 



**Client Project: Abecca**  
www.abeccadesign.com

# Copywriting Secrets – How to Write Copy that Converts

Only 2 out of 10 people will read until the very end.  
Will you be one of them?

It's hard to convert your prospects to customers if they don't read your call-to-action (which is usually near the end of your writing). So how do you get them there?

Copywriting is an art. Just as every brush stroke on a painting contributes to the impact of the final piece, compelling copy sets the scene for irresistible intrigue. Every sentence is influential in capturing attention, and determining if someone will read everything you have to say.

**“You’ll forget what I  
said and did, but you’ll  
never forget the way I  
made you feel.”**

*Maya Angelou, US Poet and civil rights activist*

## Here are 4 attention grabbing copywriting secrets to help you get started:

### 1. **Clever, succinct, short-form writing**

Our attention spans are shrinking to as little as 8 seconds meaning the ability to write coherent short-form copy is more important than ever.

### 2. **Excellent topic and niche research skills**

The most successful copywriters have stellar research skills. As soon as you're assigned a topic, you should know exactly where you can find the information you need. Remember, source reliability is the key to obtaining quality information.

### 3. **Quick wit and humour that resonates with your readers**

Humour is a powerful marketing tool. Jokes are engaging and allow you to better connect with your audience. A good copywriter knows exactly when to use a quick witty joke.

### 4. **Knowledge of your brand voice and audience**

A good copywriter can change their tone of voice and style of writing to match any audience. Thorough research of your target audience and brand's tone of voice will help you master the art of successful copywriting.

Once you understand how your readers think, you can start crafting copy that will resonate with their needs, expectations, and pain points and grab their attention every time.



## Download Guide

[www.quest.net.nz/free-copywriting-guide/](http://www.quest.net.nz/free-copywriting-guide/)

# Why email marketing?

Email marketing is a powerful way to grow your business and a powerful tool that allows you to build relationships with your customers and prospects and grow your business.

Email provides a direct connection with the people who matter most: your customers and prospects. By using email marketing, you can deliver timely communications that are personal and relevant, which helps you build long-term relationships that lead to increased customer loyalty and repeat business.

But does email marketing work?

When you want to communicate something about your brand, email marketing is one of the most cost-effective ways to do so. In fact, a study by the Direct Marketing Association (DMA) found that for every \$1 spent, email has an average \$38 return on investment (ROI). Still, people receive more and more email all the time, and it can be challenging to stand out in full inboxes. That's why our Quest Mailchimp service gives you the tools you need to shine (plus, we've got a lot of tried-and-true tips on sending outstanding emails) and developing effective email marketing campaigns. Email marketing is one of the easiest and most effective ways to reach your target market. But building a successful email marketing strategy that brings in new customers and generates revenue can be challenging. Reach out if you're interested in learning how Quest might be able to help.

Please just advise if you have any queries.



## Download Guide

[www.quest.net.nz/free-email-marketing-guide/](http://www.quest.net.nz/free-email-marketing-guide/)

**“A brand is not  
a logo, it’s just  
the start of a  
conversation”**

*Hamish Lowry*



# AB TESTING

## AND WHAT YOU NEED TO KNOW

You might have heard some talk about AB testing. So what's it all about and what relevance does it have for your business?

AB testing (also known as Split Testing) is a method of comparing two versions of digital content. It might relate to a website, email marketing call to action or being compared against each other to determine which one performs better. If you are not sure, perhaps hiring a good marketing manager to guide you through this process would be useful.



Two cups of coffee with latte art on a wooden surface. The top cup has a heart-shaped latte art, and the bottom cup has a circular latte art. The background is a dark, textured wooden surface.

AB testing is essentially an experiment where two or more variants of a page are shown to users at random, and statistical analysis is used to determine which variation performs better for a given conversion goal.

Testing takes the guesswork out of the picture and enables data-informed decisions that shift business conversations from ‘we think’ to ‘we know’. By measuring the impact that changes have on your metrics, you can ensure that every change produces positive results. AB testing often involves subtle content variations which can drive significant conversion results by using testing with colour, copy, video content, images, layout and price offers.

AB testing allows companies to make careful changes to their user experiences while collecting data on the results. This allows them to construct hypotheses, and to learn better why certain elements of their experiences impact user behaviour. More than just answering a one-off question or settling a disagreement, AB testing can be used consistently to continually improve a given experience, improving a single goal like conversion rate and return on investment over time.

Whatever your experiment’s outcome, use your experience to inform future tests and continually refine and optimise your digital user experience.

The following is an AB testing framework you can use to start running tests:

- Collect data
- Identify goals
- Generate hypothesis
- Create variations
- Run experiment
- Analyse data

**Are you ready to introduce AB testing into your marketing strategy?**

# How to make great video content



**Client Project**  
**Kiwi Lumber**



**Download Guide**

[www.quest.net.nz/free-video-guide/](http://www.quest.net.nz/free-video-guide/)



A well-written script is the key to a successful explainer video. It's the foundation upon which everything else is built. In most cases, it helps to have an “outsider” write the script. Choose someone who can take a fresh look at your company and explain it in a way that anyone can understand.

Many professional video companies will have you fill out a creative brief first. It helps you think about your business at a high level and makes you define what really matters. Make sure you go through a similar exercise before you get started. Here are some typical example questions:

- Who is your target audience?
- What specific problem are you solving?
- What's the best tone to tell your story?
- What are the key points for the viewer to retain?
- Is there a next step call to action?

## **THE SHORTER THE BETTER**

A rule of thumb in the industry is 140 words per minute. You might be able to read faster than that; but remember, you need breathing room and time for the message to sink in. Video is becoming central to effective training and education communications.

Ignoring the opportunities – or worse yet, fearing the process – only limits your ability to reach those you need to influence.



## **Watch Video**

**Video examples:**

<https://www.quest.net.nz/video-production/>

**Profit grows  
+50%  
with Quest**

**Client Project**  
Croplands Spray Shop  
Hawke's Bay



**Watch Video**

Croplands testimonial:  
[www.quest.net.nz/portfolio-item/croplands-spray-shop](http://www.quest.net.nz/portfolio-item/croplands-spray-shop)

*“We’ve increased our profit by 50%. I’d have no hesitation in recommending Quest Marketing.”*

**Greg Deck, Director  
Croplands Spray Shop**



The art of

# Storytelling

**We all love a good story and humans are natural storytellers, in fact it's in our DNA. Some people just need a little extra help to bring out their natural story telling abilities.**

**Good storytelling questions encourage interviewees to dig deeper and share story-based answers.**

Often interview responses are lackluster because they're not story-based. It could be that the answers are short, boring or predictable. In the end, they're going to do the exact opposite of what a powerful interview should.

There are some key techniques involved in developing a great video. Businesses also need to create a powerful connection with their audience to help differentiate products and services and to be remembered.

It's true that all great stories follow the same basic structure. Pixar, a movie studio well-versed in telling amazing stories in films such as Finding Nemo and Toy Story, uses the following story structure: Once upon a time.. Every day.. But one day,.. Because of that.. Until finally.. And ever since then ..

If you're looking to create a kick starter campaign video for your next big product or service, go back to the very beginning of your journey. Set the scene for how the idea for your product first came to be. Then perhaps talk about the challenges you faced in bringing your idea to life. The result will be a complete story that will better connect with your audience in the process.

Regardless of how skilled of a storyteller you are when you first sit down in the interview chair, by drawing on story-based answers, you're bound to produce a great interview. And in doing so it will make a world of a difference in the improved customer engagement and recall you'll generate.

Now that you have some tools for giving a stellar interview, you can become a well rounded storytelling force!



# Client Project Fisher Funds



*"Quest is very good at taking our feedback. We've ended up getting a really good result over a number of projects now"*



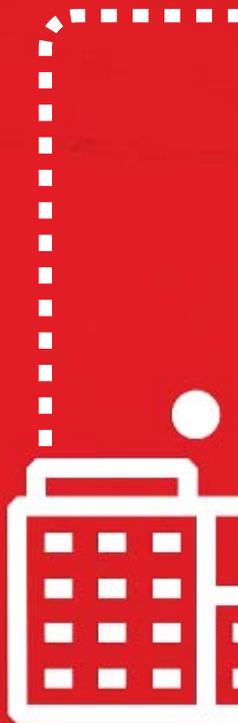
**Watch Video**

Fisher Funds testimonial:  
[www.quest.net.nz/portfolio-item/fisher-funds/](http://www.quest.net.nz/portfolio-item/fisher-funds/)

**Micheal Raynes,**  
former Head of Marketing



# Grid Power



## Why animations boost video marketing



**Download Guide**

[www.quest.net.nz/free-animation-guide](http://www.quest.net.nz/free-animation-guide)

# Battery Power



## To use animations or not?

How do you make the right choice, when both animations and live production seem to be both thriving? Video animations offer endless possibilities. They allow you say what you want – here's four reasons why animations boost video marketing:

- 1. Animations help tell a story** - No matter if it's a short 30-second clip or a full-length feature movie, everyone loves a good story.
- 2. They are easy to understand and professional** - If your video includes detailed graphs and charts, you can guide your audience through them best with animations.
- 3. Animated videos have wide appeal** - Animated videos tend to be simple, insightful and typically appeal to everyone. Most audiences love creativity.
- 4. Animation doesn't cap creativity** – The sky's the limit. Whatever your brand's vision is, you can use animation to bring it to life.



## Watch Video

View animations: [www.quest.net.nz/animations](http://www.quest.net.nz/animations)

# Photography



**Client Project**  
**Aerospread**  
[www.aerospread.co.nz](http://www.aerospread.co.nz)

# Photography is crucial in modern marketing – here's why:

- **Gets attention** - Visual elements increase people's willingness to read content by a whopping 80%.
- **Speeds processing** - The human brain can only process a limited amount of information at once. Photography can be processed much faster and will always take precedence.
- **Adds viral options** - Visual content can go viral if an audience likes it well enough to share it with their online communities and social networks.
- **Drives sales** - Photographs help consumers visualise themselves using a product or service and allows them to imagine it improving their life.



## View Photography

View our portfolio: [www.quest.net.nz/photography](http://www.quest.net.nz/photography)



**Client Project**  
**Central Honey**

# Drones

## Three ways drones add value to your marketing

Advancements in drone technology are both driving down production costs and adding ease of use, which is making drones increasingly accessible. Drone technology will likely continue to evolve and expand, and, as such, it's important for businesses to keep informed of these advancements.

### Here are three ways drones add value to your marketing:

- **Cost effective** - Businesses in the past needed cranes and helicopters (with the associated costs of each) to record from aerial viewpoints. Today marketers only really need a drone.
- **Quick and efficient** - a professional with experience combined with drone technology advancements will promote quick, efficient, and highly engaging marketing content.
- **Professional polish** - Drones can be a powerful means of performance art that deliver breath taking aerial shots leaving a lasting impression of your brand with your target audience.



## View Drone Footage

View some our drone footage examples: [www.quest.net.nz/portfolio-item/hustler-equipment](http://www.quest.net.nz/portfolio-item/hustler-equipment)





**Client Project**  
**OriginAg**  
[www.originagroup.co.nz](http://www.originagroup.co.nz)

# DO YOU NEED E-LEARNING

BILITY

&

82%

SAY THEY LIKE  
TO LEARN AT THEIR  
OWN PACE

THEY ARE  
MANAGING  
DEVELOPMENT

CONVENIENCE

63%

OF LEARNERS ARE HAPPY TO  
ENGAGE IN ONLINE LEARNING  
WITHOUT PROMPTING

# How infographics drive customer engagement

We all know that it's more fun to look at pretty pictures or watch cool videos than it is to read plain text.

Why is that? Our brains do less work to digest visual content, first of all. And, more compellingly for marketers, visual content drives more traffic and engagement than plain text does. In many ways, infographics have similar benefits to high engagement video content. They are also a great way to gain referral traffic.

It stands to reason that there is compelling data on why visual content and infographics are so effective - and why brands can benefit from using infographics in their marketing.

Research by Market Domination Media highlighted why consumers love infographics, and why infographics are extremely effective in sales and marketing:

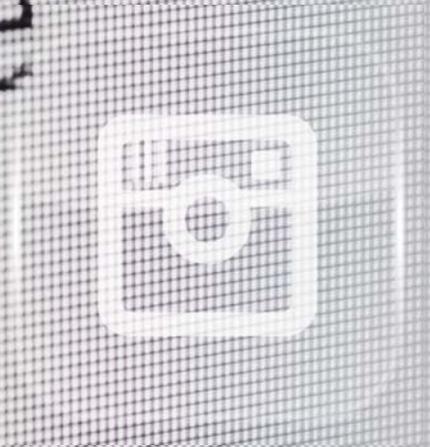
Here are some of the main research findings:

- 90% of information transmitted to the brain is visual
- Visuals are processed 60,000 times faster by the brain
- 40% respond better to visual information than text
- Infographics are 30 times more likely to be read than a text article
- Businesses that feature infographics grow 12% faster than those who don't

**Are you interested in developing your infographic content?**



Home



Trending

# Social media marketing

## Mistakes to avoid

Over 76% of internet-using adults are engaging on one or more social media platforms according to Pew Research. Social media marketing is now a critical strategy for businesses large and small. The good news is with a smart strategy, many of the most common social media marketing mistakes can be averted.

Here's a list of three mistakes companies often make with social media marketing and how to avoid them:

### 1. Jumping in without a long-term strategy for growth

Businesses often rush into social media without taking the time to develop a detailed, smart strategy. Social media marketing requires content development, an editorial calendar, social listening, engagement, and measurement. Ensure you have a capable social media marketer, who can develop a brand voice and drive a strategy that aligns with your business priorities. As with all things, building an engaged audience takes time.

### 2. Treating your social platforms as megaphones

Yes, social media can be used to get the word out about your products or service and bring some recognition to your brand. However, buyers on social are discerning. They want high quality, educational content, not a sales pitch. To support your social initiatives, frame your thinking around your audience's needs and interests. Consider using video storytelling as a way of engaging your audience.

### 3. Forgetting what worked yesterday may not work tomorrow

New advancements in paid social have created a unique way for marketers to understand their audiences better than ever before. Customisation and personalisation are becoming the norm. Understand who your target audience is and what they want, and then frame your thinking around your audience's needs and interests, not your own sales pitch.

**What other mistakes have you seen in social media marketing?**



## Download Guide

[www.quest.net.nz/free-social-media-guide/](http://www.quest.net.nz/free-social-media-guide/)

# Visual content best for Social media



## There's a lot to keep up with if you want to deliver successful social media marketing.

With ever-changing algorithms and new features on key platforms, there is always plenty of information to digest. It's a lot to take in, especially since creating and managing campaigns is pretty much a full-time job.

The most critical thing to do right from the start is to develop a strategy for your social media activity. This should document your key audiences, their interests and how to measure your success. To support your strategy, a content plan should map out your calendar schedule and content topics across key channels.

There's plenty of research to prove that visual content works particularly well, such as infographics and statistics, videos (THE megatrend from this point forward), behind the scenes looks into your business, free E-book downloads plus tips and how-to's.

### How to create strong visual content

- **Consistency** – your brand needs consistency from online to offline marketing to be remembered and referred.
- **Tone of voice** – whether your tone is bold, clever, fun, empathetic or authentic, it needs to humanise your brand, create a bond between you and your audience, and define your personality.
- **Clear aligned message** – know your brand and have clear messaging about why your company is unique in the marketplace.
- **Tell a story** – 92% of consumers say they want brands to create content that tells a story. Work on telling customer stories about the value you add.
- **Ask questions** – research your customers as a call to action in order to invite engagement. Asking questions is a great way to start a conversation.

**So what have been your most successful social media posts recently?**



## Download Guide

[www.quest.net.nz/free-social-media-guide/](http://www.quest.net.nz/free-social-media-guide/)

- Product Catalogue -

# CAMCO INDUSTRIES



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## Client Project

### Camco Industries

[www.camcoindustries.co.nz](http://www.camcoindustries.co.nz)

# PRINT

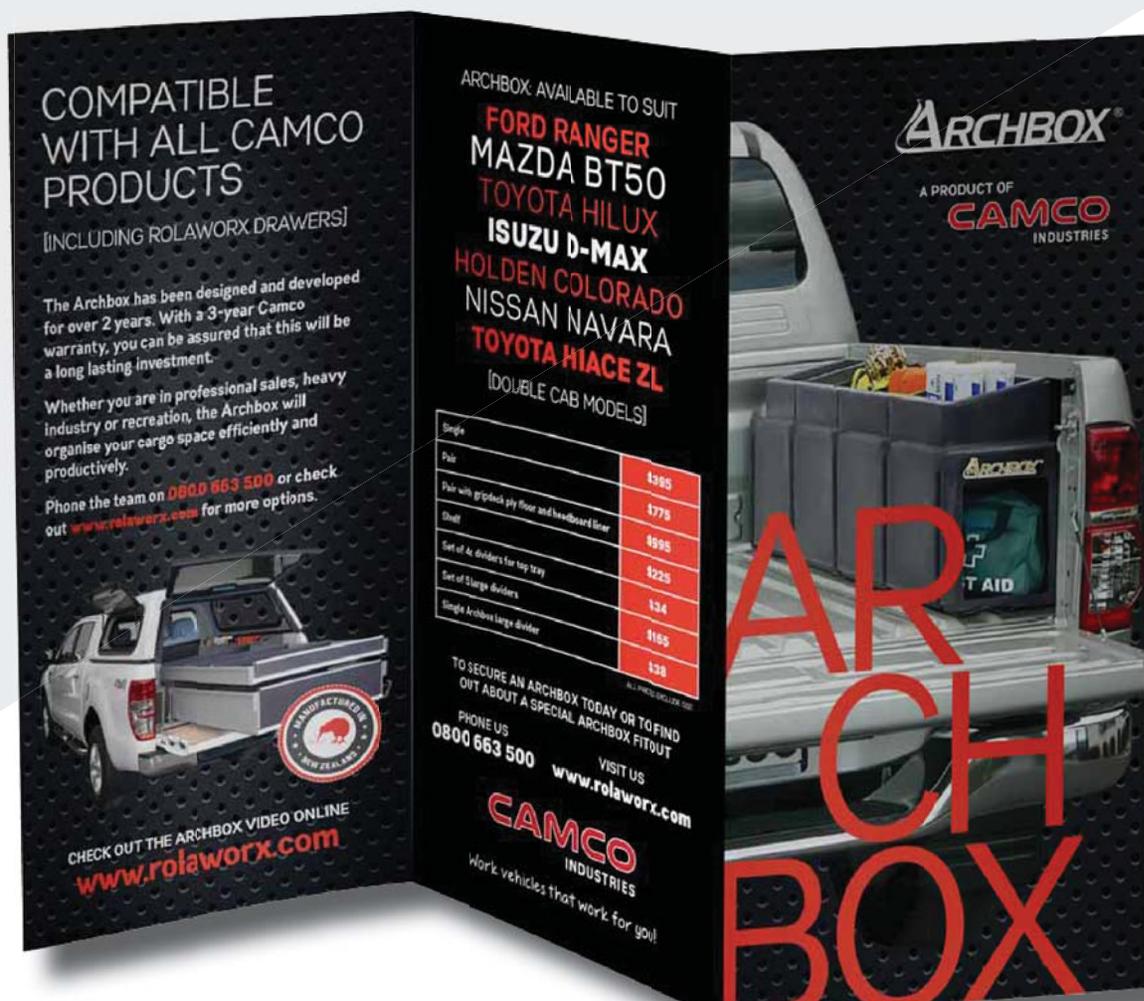
## Still adding value

Print is still adding value, even in a digital-first environment. Businesses should use all the tools needed to get the job done and print offers added authority to support newer digital channels. Successful marketing requires a fully integrated approach.



## Download Guide

[www.quest.net.nz/free-branding-and-design-guide/](http://www.quest.net.nz/free-branding-and-design-guide/)



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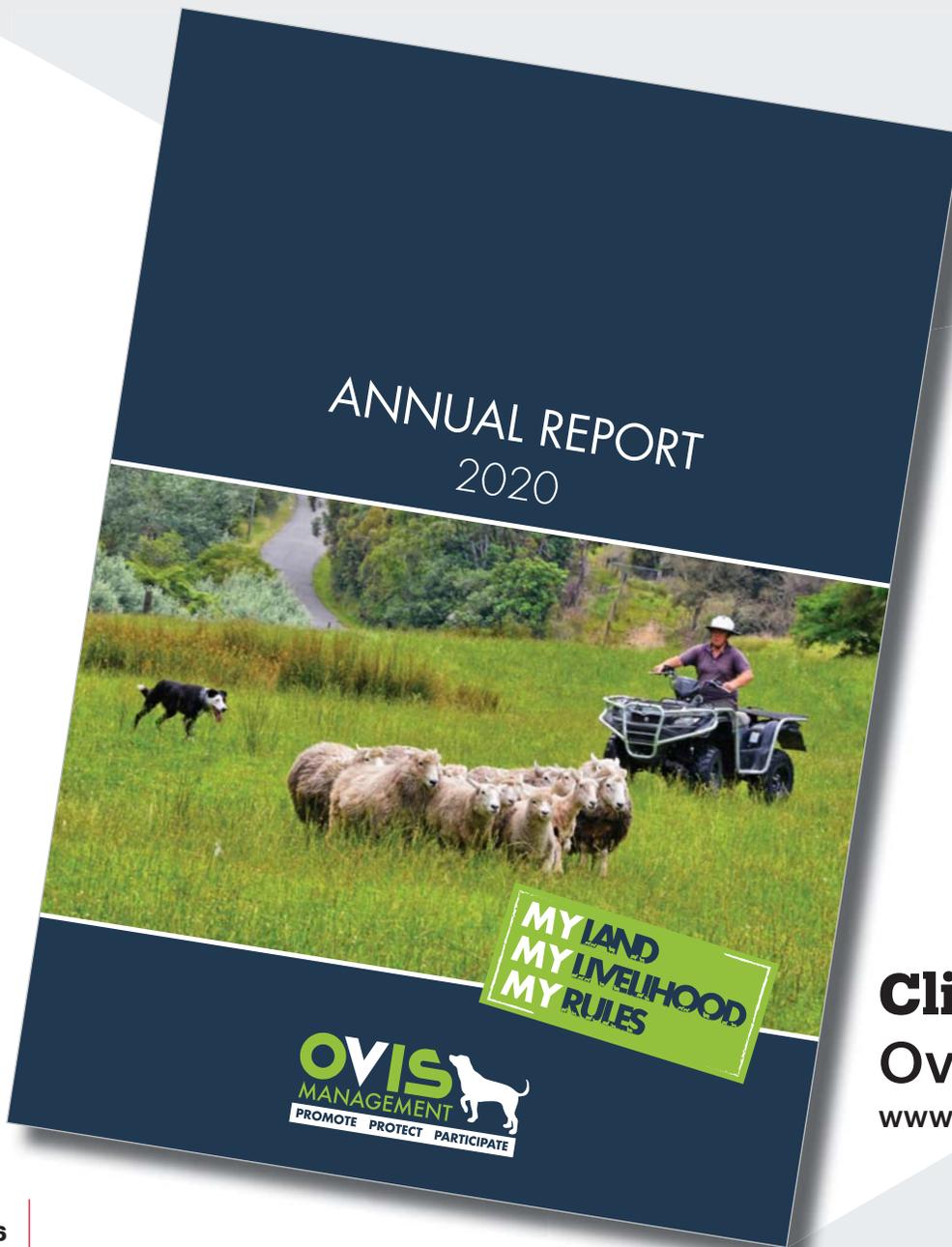
# Is **PRINT** really dead?

In this digital age, we're constantly bombarded with online advertising and messaging.

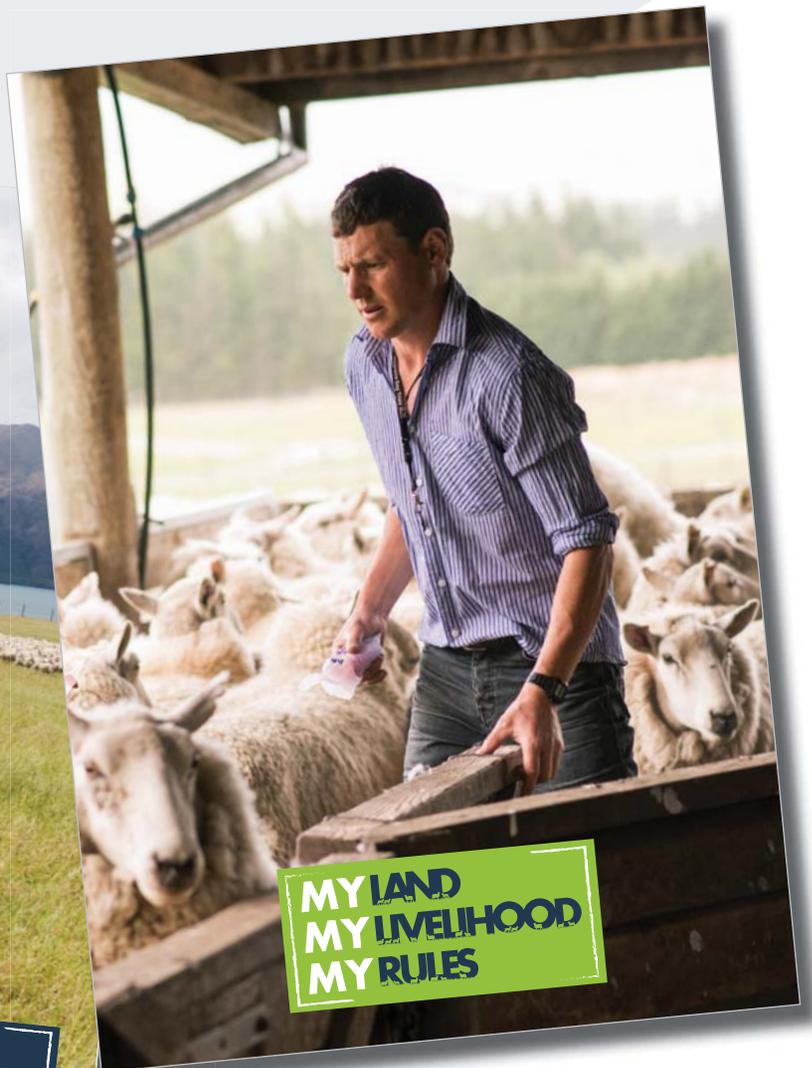
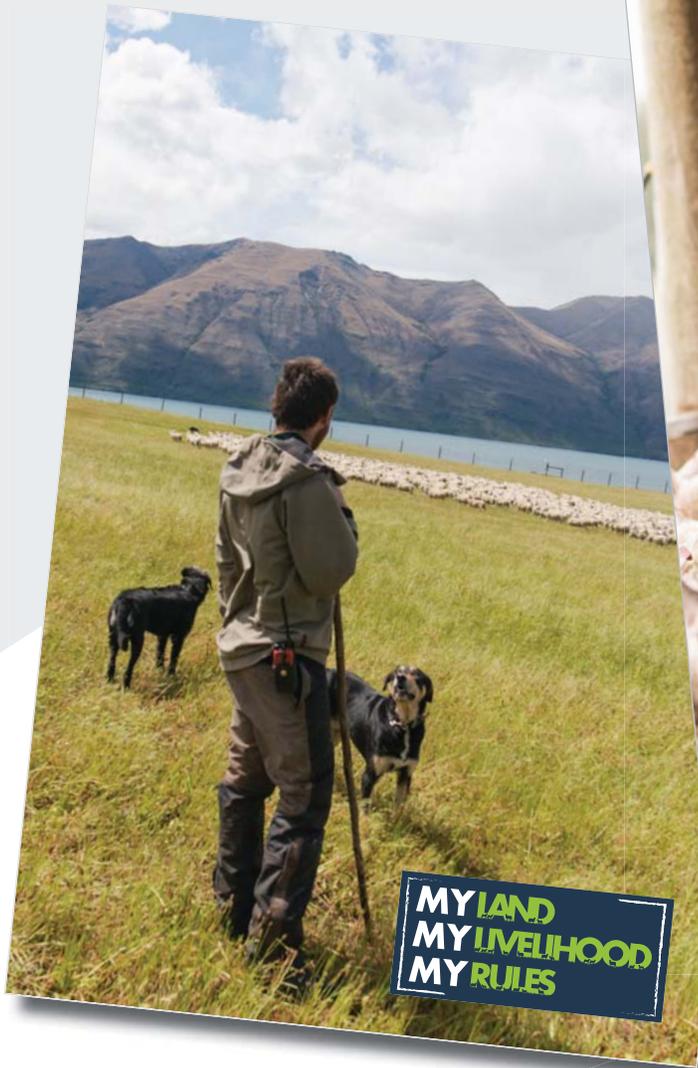
As a business, it's hard to compete and find your target audience amid so many messages. So is print really dead, or is the marketing mix simply changing?

One thing to recognise is that print can be the perfect antidote to consumers' digital fatigue. In fact, a Toluna consumer survey reveals that most people agree that it's important to switch off from the digital world and enjoy books and magazines.

A print marketing campaign doesn't have to involve a big investment in full-page ads like in the pre-digital age. Instead, it can include well-designed and low cost direct mail, brochures, reports, catalogues, stickers, merchandise and more.



**Client Project**  
**Ovis Management**  
[www.sheepmeasles.co.nz](http://www.sheepmeasles.co.nz)



Print is still adding value, even in a digital-first environment. Holding print material is likely to have a bigger impact on the brain, because it's tactile and plays on multiple senses. When well executed, print offers added authority to support newer digital channels and tools such as customer relationship management systems.

Most successful brands utilise both digital and print to achieve maximum results, but as with any successful marketing campaign, you'll need to research your target demographic and their habits carefully. Successful marketing requires a fully integrated approach.

### **Are you still using print in your marketing mix?**



## **Watch Video**

[www.quest.net.nz/portfolio-item/ovis-management](http://www.quest.net.nz/portfolio-item/ovis-management)

*"Engagement is up 40% and we achieved a lot more than I thought we could. Quest brings a lot of skills to the table"*

**Dan Lynch, former Project Manager**

5/12/2017 - 5/25/2017

210,000

180,000

150,000

120,000

May 15

Impressions

7,811

▼ 5.05%

Avg. daily viewers

115,945

▼ 7.26%

here's a tip

# Top ranked CRM solutions rated

The Customer Relationship Management (CRM) software adoption rate of small to medium sized businesses is growing rapidly around the world. CRM solutions help businesses by driving sales growth and increasing customer retention while reducing risk and costs. They also increase the value of your business by developing a rich database of customer information which can be on sold.

Until recently, selecting the right CRM was hard, risky, and inherently biased. So how can you avoid hidden risks and get an accurate picture of the likelihood of success?

Specialist company G2 Crowd offers unbiased user reviews to help assess which CRMs are best. As featured in Forbes and Bloomberg, G2's review platform leverages more than 300,000 independent and authenticated user reviews and is read by over 1 million buyers each month.

## TOP RANKED CRM SOLUTIONS

G2's top ranked CRM systems for small to medium sized business are rated by customer satisfaction and market presence. The resulting grid analysis revealed that the top-ranked solutions were: Salesforce, HubSpot and Zoho. While Salesforce is generally regarded as the market leader, and Hubspot offers an excellent all-in-one marketing solution, Zoho's price point makes it a solid contender with over 30 million users.

A key advantage of Zoho is that you only pay for the applications and features you want. The system also rates well for ease of use, value for money and uses marketing automation for a lot of the sales-related tasks in a simple and straightforward way.

**Are you ready to discuss which CRM is best for you?**



**-24%**  
Sales Cycle  
reduction

**+27%**  
Customer retention

**+41%**  
Revenue increase

# How to Create an Effective Marketing Strategy

An effective marketing strategy underlines business growth, and the right strategy maximises your chances of business success.

## Defining your Purpose

1

- Your company's main purpose (your why), vision and mission
- Your brand values – the way your company operates, your essence
- Your unique selling proposition (USP) why customers should choose you

## Target Audience

Customers today have plenty of choices, so businesses need to promote a point of difference (POD) from others in a similar space. You need to define your different audiences and establish distinct customer personas. Mapping out customer interests, motivations, and media consumption. The goal is higher profits and longer customer lifecycles.

2

## SWOT Analysis

See how you stack up against the competition with a SWOT analysis (strengths, weaknesses, opportunities, threats). This should include how to communicate your uniqueness to customers so that they think of your business first when they're ready to buy. Include a simple 4Ps analysis (product, price, place, and promotion) including:

3

- Your product features, vs. key competitors.
- Pricing of your products in the market.
- Placement – marketing positioning (online and offline).
- Promotional tactics – specific marketing campaign activity.



## Download Guide

[www.quest.net.nz/free-marketing-strategy-guide/](http://www.quest.net.nz/free-marketing-strategy-guide/)

## Marketing strategies vs. Marketing plans: what's the difference?

While marketing strategies and marketing plans both play a crucial part in your business's success, there are several important distinctions between them. The main difference between the two concepts is that a marketing strategy has a long-term view, while a marketing plan typically deals with shorter-term actions. Your company's overall strategy will help inform your marketing plan, which means it's crucial to make your strategy as comprehensive as possible.

### Planning your Marketing Mix

When planning your marketing mix you should refer to the SWOT and 4Ps analysis and activities. Build on your key opportunities and work toward mitigating your weaknesses.

4

### Marketing Action Plan

Use a 12-month horizon when developing your marketing action plan. Market conditions change quickly so it's important to remain flexible and nimble.

5

- Identification of key marketing channels (both digital and print)
- Establishment of marketing support systems (who, when, where, how)
- Setting budgets and priority actions

### Measuring Results

- Setting key goals and measurement
- Establishing systems for regular reviews and marketing plan refinement

There are numerous ways to help your business grow, but one of the most powerful tools is an effective marketing strategy. By taking the process one step at a time, you can expand your customer base, boost your revenue, and steer your business towards lasting success.

6

# Client Project McKee Plastics

[www.mckeeplastics.co.nz](http://www.mckeeplastics.co.nz)

New faces are joining marketing teams everywhere to help improve online engagement and grow demand from inbound marketing sources. Why? Because to enable revenue growth we need to scale both paid programs as well as inbound programs including SEO, Social Media and high engagement content such as video marketing.

With the growing dominance of digital, the landscape has changed dramatically.

# How to hire a top marketing manager

Your ideal candidate should understand that inbound marketing is not just about producing flashy content but about customer relationships. They need to be able to implement systems that help build your sales pipeline, nurture leads and convert them into revenue.

## So what are the characteristics of a top content marketing manager?

### Qualifications – required experience and skills:

- Bachelor's degree
- Minimum of two year's social media experience with B2B organisations
- Experience developing a content marketing strategy including video, mobile and social media (LinkedIn, Facebook, You Tube and other)
- Experience with social media monitoring tools
- Familiarity with customer relationship management systems and sales lead management
- Strong communication and interpersonal skills, including excellent writing skills

Of course, finding top talent is not always easy or affordable (NB. average marketing manager salaries range from \$80,000-\$120,000+). But don't despair, there's always the highly cost effective option of outsourcing your marketing.

### Key responsibilities:

- Passion for creating and managing social media and content marketing strategies
- Knowledge of how to leverage social networks, segment customers and nurture sales prospects
- Thought leadership – sharing ideas and creating content for blogs and stakeholder resources
- Content expertise including the ability to manage video programs
- Lots of energy and ability to be a revenue champion for the organisation



## Watch Videos

[www.quest.net.nz/projects/](http://www.quest.net.nz/projects/)



# Is outsourcing your marketing a good idea?

How dynamic is your current marketing team? Many companies are learning that outsourcing marketing can be a good idea.

## The Benefits of Outsourcing

It is already common practice in business to outsource IT, accounting and strategic support. Outsourcing your marketing has become another more common practice as you can get all the perks of having senior marketing staff, but sticking within your budget. Outsourcing provides these digital experts – who have likely worked with top-tier brands – at a fraction of the cost with no long-term commitment.



## Watch Videos

<https://www.quest.net.nz/about-us/>



A few of the Quest team

### **Some of the other benefits include:**

- **Cost:** At much less than the cost of one full-time executive, you get an entire team of experts, and can expect cheaper ad costs and software costs, among others.
- **Access:** With the right firm, you still get complete access to all of your data and learnings – no hidden fees/total transparency.
- **Time:** You save on all of the time it takes finding someone – or trying to learn the entire online marketing field yourself.
- **Experience:** Your team will benefit from the experience the marketing experts bring to the table, such as familiarity with the many marketing channels and opportunities available.

### **Finding the right fit**

Of course, outsourcing marketing isn't going to be the right call for every organisation and your job as the steward of your company is to know if it's right for you. Outsourcing your marketing function is a big decision for any company. Used correctly, it can bring plenty of value.

### **Do you think outsourcing your marketing is a good idea?**

Meet our team: [www.quest.net.nz/our-team/](http://www.quest.net.nz/our-team/)

# How to set an effective marketing budget

We often talk to customers who are rethinking their marketing budget process. The main questions we hear are, how much should be budgeted in order to be effective, and where is my investment going to be most rewarded?

## **A CMO survey produced some interesting benchmark results:**

- For B2B firms, marketing budgets were 7-8% of revenue
- For B2C companies, marketing budgets were 9% of revenue
- For <\$25M turnover businesses, budgets were upwards of 11% of revenue

Companies seeking to grow market share will likely be on the high side of these averages vs. businesses planning for modest growth, which may be on the lower side. It is important to note that these percentages represent the total marketing investment. Staff costs can be expected to be about half of the spend, while the remainder is invested in activities such as strategy support, content creation and advertising.

### **What marketing investment produces the best results?**

Analysis from 295 global Chief Marketing Officers (CMO's) reveals sharp increases in digital marketing investment. Traditional channels did not fare well. Print, radio, and television are expected to see a net decrease in total marketing investments over the next few years. Marketing technologies and automation are proving effective at bringing together the most effective marketing strategies (email marketing, organic search, and content marketing). Businesses are shifting their marketing spend. What used to be spent on radio, television, and newspaper is now being dedicated to search, email and social.

This trend is expected to continue. eMarketer projects that in the next decade, TV ad spending will total less than 30% of total media ad spending in the US. Meanwhile, total digital ad spending will equal over 40% of total ad spending. This is the first time in history digital spend will surpass TV ad spend in the US. And the gap will only widen.

Bringing together the data from credible sources should help you determine how much to budget for marketing, and where to best apply your investment.

### **Do you need help working out where to get the most bang for your buck?**



# The science of marketing ROI

## Simple ROI

The most basic way to calculate the ROI of a marketing campaign is to integrate it into the overall business line calculation. You take the sales growth from that business or product line, subtract the marketing costs, and then divide by the marketing cost like so:

$$\text{(Sales Growth - Marketing Cost) / Marketing Cost = ROI}$$

So if sales grew by \$1,000 and the marketing campaign cost \$100, then the simple ROI is 900%  $((\$1000 - \$100) / \$100)$ . That's a pretty amazing ROI, but it was picked more for round numbers than for realism.

## Campaign attributable ROI

For the marketing ROI to have any real meaning, it is vital to have comparisons. Monthly comparisons can help show the impact more clearly. Using a 12-month campaign lead up, you can calculate the existing sales trend. If sales are seeing an organic growth on average of 4% per month over the last 12-month period, then your ROI calculation for the marketing campaign should strip out 4% from the sales growth. So it becomes:

$$\text{(Sales Growth - Marketing Cost) / Marketing Cost - Average Organic Sales Growth = ROI}$$

So let's say we have a company that averages 4% organic sales growth and they run a \$10,000 campaign for a month. The sales growth for that month is \$15,000.

The calculation goes:  $(\$15,000 - \$10,000) / \$10,000 = 50\%$

On the flip side, companies with negative sales growth need to value the slowing of the trend as a success. For example, if sales drop \$1,000 a month on average for the last 12-month period and a \$500 marketing campaign results in a sales drop of only \$200 that month, then your calculation centers on the \$800  $(\$1,000 - \$200)$  you avoided losing despite the established trend. So even though sales dropped, your campaign has an ROI of 60%  $((\$800 - \$500) / \$500)$ , a stellar return in the first month of a campaign allowing you to defend sales before growing them.



Measuring marketing returns is not an exact science, but it's getting much better. The biggest questions companies have about their marketing campaigns is what return on investment (ROI) they are getting for the money they spend. Let's look at a few different ways this question is answered.

### **Challenges with marketing ROI**

Once you have a fairly accurate calculation, the remaining challenge is the time period. Marketing is a long-term, multiple touch process that leads to sales growth over time. The month over month change we were using for simplicity's sake is more likely to be spread over several months or even a year.

Another challenge is that many marketing campaigns are designed around more than just generating sales. It maybe worth considering hiring a top marketing manager to help. These can include things like brand awareness via media mentions, social media likes and even the content output rate for the campaign. These spin-off benefits shouldn't be the core of a campaign because they can't be accurately measured in dollars and cents. But there are other metrics to consider too. While we've been focusing on sales growth, many campaigns are aimed at increasing leads. In this case, you need to estimate the dollar value of the leads by multiplying the growth in leads by your historical conversion rate (what percent actually buy).

### **The bottom line**

To be clear, marketing is an essential part of most businesses and if you don't have sufficient skill in-house, outsourcing your marketing maybe a good idea. To make the most of your marketing spend, however, you need to know how to measure its results. The ROI of any marketing campaign ultimately comes in the form of increased sales. It is a good idea to run your calculation using sales growth less the average organic growth on a regular basis throughout any campaign because the results do take time to build within your target market.



If you've visited our Quest HQ in Hawke's Bay, then you've probably met Pipi our resident meet and greet personality.

## LET'S CHAT

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