*Marketing Dynamics* Unit 7

# Activity 7-5 Metrics

## Directions

You are almost finished with the information needed to create the Action Plan. The next step is to determine the hard and soft metrics that will be used to evaluate the success of your promotional plan. Hard metrics are standards that can be measured. Soft metrics are standards that are not easily measured.

## Activity

1. Describe how hard and soft metrics will be used to measure each promotional activity. Explain how you plan to calculate return on investment (ROI) and measure the effectiveness of the campaigns.

|  |  |  |
| --- | --- | --- |
| **Hard Metrics** | | |
| Metric | Description of Metric | How Will ROI be Calculated? |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **Soft Metrics** | | |
| Metric | Description of Metric | How Will ROI be Calculated? |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document FirstnameLastname\_UnitActivity7-5.doc (i.e., JohnSmith\_UnitActivity7-5.docx).