

# ROI

Patricia Pulliam Phillips, Jack J. Phillips, Rebecca Ray

**Social Media ROI** Olivier Blanchard, 2011-02-22 Use Social and Viral Technologies to Supercharge Your Customer Service! Use this book to bring true business discipline to your social media program and align with your organization's goals. Top branding and marketing expert Olivier Blanchard brings together new best practices for strategy, planning, execution, measurement, analysis, and optimization. You will learn how to define the financial and nonfinancial business impacts you are aiming for--and achieve them. Social Media ROI delivers practical solutions for everything from structuring programs to attracting followers, defining metrics to managing crises. Whether you are in a startup or a global enterprise, this book will help you gain more value from every dime you invest in social media. You'll learn how to: Align social communications with broader business goals and functions Plan for effective performance measurement Establish clarity of vision, purpose, and execution Implement guidelines and operations for effectively managing social media Get started by "listening before talking" Integrate social media into long-term marketing programs, short-term campaigns, and brand initiatives Use social media to deliver real-time, optimized customer support Leverage mobility and the "on-the-fly" social media culture Measure FRY (Frequency, Reach, and Yield) Includes a foreword by Brian Solis.

**Return on Investment (ROI) Basics** Patricia Pulliam Phillips, 2023-06-20 Return on Investment (ROI) Basics provides a baseline exploration of ROI for both novice and experienced WLP practitioners. Additionally, it includes a review of two essential, often overlooked, steps in the ROI process: communicating results and integrating ROI into an organizations learning programs.

**ROI Fundamentals** Patricia Pulliam Phillips, Jack J. Phillips, 2008-02-08 ROI Fundamentals ROI Fundamentals is the first of six books in the Measurement and Evaluation Series from Pfeiffer. The proven ROI Methodology--developed by the ROI Institute--provides a practical system for evaluation planning, data collection, data analysis, and reporting. All six books in the series offer the latest tools, most current research, and practical advice for measuring ROI in a variety of settings. ROI Fundamentals outlines the basic ROI Methodology and shows why measuring return on investment is such a valuable process. The book highlights the benefits of implementing an effective ROI model and also reveals the challenges organizations face when incorporating the ROI Methodology. Using real-world examples from international companies, the authors explore the types of organizations that are best suited for the ROI Methodology and suggest the optimal time to implement it. The book also offers step-by-step information for planning an effective ROI evaluation.

**Understanding Return on Investment** George T. Friedlob, Franklin J. Plewa, Jr., 1996-05-03 Sending an SOS when it comes to ROIs? Help is on the way . . . UNDERSTANDING RETURN ON INVESTMENT Return on investment (ROI) plays a major role in business, but it can be a difficult concept to grasp. Understanding Return on Investment shows you how to better utilize this essential tool by simplifying and clarifying all its important points. This invaluable guide includes information on: \* The effect of ROI on investment and disinvestment decisions \* The various forms of ROI and how they provide different measures for evaluating investment activities \* The relationship of ROI to ROE (return on equity) \* The use of ROI in evaluating investment centers in a decentralized operation \* How ROI is used to evaluate managers \* The use of weighted average cost of capital (WACC) in making investment decisions If you use ROI, but are confused or unclear about some of its details, you'll definitely profit from Understanding Return on Investment, a complete guide to this all-important performance indicator.

**The ROI Fieldbook** Patricia Phillips, Jack J. Phillips, Ron Stone, Holly Burkett, 2006-10-19 Since the publication of 'Return on Investment in Training and Performance Improvement Programs,' many individuals have attempted to implement the ROI methodology in their organizations. Having a credible process does not guarantee that an organization will implement the process effectively throughout the various functions and divisions. 'The ROI Fieldbook' will help organizations implement ROI successfully, by providing concrete techniques, tools, strategies, and reproducible items. Jack Phillips and Patti Phillips and their associates have helped hundreds of organizations and individuals with their ROI workshops. 'The ROI Fieldbook' provides many different strategies for tackling the critical issues of implementation. The authors examine every key barrier to implementation and suggest strategies for overcoming, minimizing, or removing the barriers. The accompanying CD contains dozens of tools, instruments, and templates aimed at providing helpful resources for the individual or the team responsible for implementing ROI. Case studies from a variety of organizations illustrate the broad range of application and implementation. The CD also includes interactive material such as Are You Ready for ROI--a self-assessment test. Other material includes templates for data collection, ROI analysis plan, action plan, and a cost summary sheet.

**The New Roi** Dave Bookbinder, 2017-09-20 Ask anyone from the CEO to the shipping clerk about the organization's most valuable asset, and you'll get the same answer: "The people!" However, when it comes to the valuation of that organization, especially in terms of intangible assets, like patents and trademarks wind up seeming to be more valuable. How? Simple: They're more quantifiable. In The NEW ROI: Return on Individuals, we delve into placing a more quantifiable value on the human capital asset "the most valuable asset in every organization. Additionally, we explore universal ways to promote even greater workforce value including creating difference makers, increasing employee success, improving happiness, reducing toxic employees, generating innovation by building trust, embracing and improving corporate culture, and much more. Do you know who your rock star employees are and how to improve employee engagement and employee morale? Want to keep your top performers happy and productive? Do you actually know the real cost of toxic employees to your bottom line and profitability? Why do some teams succeed while others fail? even within the same organization? What is the impact of and on human capital during mergers and acquisitions? How do trust and happiness impact your employees and their ability to be more innovative? What is resiliency in business and why is it important? How high is your cost of turnover and what can you do to reduce it? Whether you are a CEO, on a leadership team, in middle management, or are an employee who wants to see their company not just succeed but thrive, you will gain incredible insight into how the lifeblood of every organization "the human capital asset "operates and what you can do to improve and enhance the success of your employees and ultimately your organization and its bottom line. Nothing gets done in any organization without people and improving the productivity of every employee is the key to boosting profitability and at the same time boosting employee morale. Higher morale generates even greater productivity which, in turn, improves your bottom line. It's an upward spiral that you'll want to harness.

**Measuring ROI in Learning & Development** Patricia Pulliam Phillips, Jack J. Phillips, 2011-12-21 How do you accurately and effectively measure return on investment (ROI) in training and performance improvement? Measuring ROI in Learning & Development, a new volume with a focus on the international arena and including a selection of case studies, provides detailed information on how to create, develop, and sustain a comprehensive ROI evaluation

system. A focus on accountability in measuring ROI in learning and performance improvement programs has produced a book filled with functional, pragmatic suggestions and examples that can be implemented in the real world. *Measuring ROI in Learning & Development* provides everyone who has a personal or professional interest in developing effective metrics with a solid foundation on which to build practical ROI measuring programs. Specific topics covered include: examination of selected case studies, many of which employ the ROI Methodology definition and discussion of the ROI Methodology, and suggestions on how to best implement it exploration of best practices in measurement and evaluation of ROI discussion of various ROI data collection plans coverage of data analysis strategies and program assessment protocols analysis of program costs. *Measuring ROI in Learning and Development* provides comprehensive coverage of all aspects of developing, creating, implementing, maintaining, and assessing an effective, productive ROI-measurement program. With its explanation of the ROI Methodology; presentation of numerous case studies; extensive documentation and analysis of best practices; and consideration of such important issues as cost, data collection, and program assessment, this title is the most complete resource available for those involved with measuring ROI.

The ROI of Pricing Stephan Liozu, Andreas Hinterhuber, 2014-01-24 As with executives and managers in so many other business functions, pricing specialists are being challenged more and more to substantiate the added value of their activities. Pricing is a core function of every business, and needs not only to contribute positively to short- and long-term results, but also to document its impact to the bottom line. A fundamental part of this is the pricing ROI calculations. This book, edited by globally renowned thought leaders Andreas Hinterhuber and Stephan Liozu, is the first to outline contemporary theories and best practices of documenting pricing ROI. It provides proven methods, practices and theories on how to calculate the impact of pricing activities on performance. Marketing ROI is now a common concept: this collection proves to do the same for pricing. Hinterhuber & Liozu introduce the concept of pricing ROI, documenting and quantifying the return on pricing activities and on the pricing function itself is of increasing relevance today and in the future – in times of budget constraints. 20 world class specialists explore the concept of pricing ROI under both a theoretical perspective and a managerial perspective to shed much-needed light on how to measure and increase pricing ROI. This groundbreaking book will enlighten students and specialists of marketing and sales, pricing managers and executives alike.

Measuring ROI in Healthcare Jack J. Phillips, Victor Buzachero, Patti Phillips, 2013-05-14 A step-by-step guide to collecting; analyzing; and reporting data in a consistent manner; this book offers proven methods that will help you make sure your programs and projects will deliver what they promise and convince any decision maker that the organization's money will be well spent on your efforts. --

Marketing ROI James Lenskold, 2003-08-22 ROI (Return on Investment) is today's key business tool for measuring how effectively money was spent--yet few marketing managers receive any ROI training at all. Marketing ROI changes all that, showing marketing pros at every level how to use ROI and other financial metrics to support their strategic decision making. This comprehensive book details how an accurate working knowledge of ROI is essential for using the latest marketing measurements, and provides insights for gaining the greatest competitive advantage from the skilled use and understanding of ROI concepts.

*Proving the Value of Soft Skills* Patricia Pulliam Phillips, Jack J. Phillips, Rebecca Ray, 2020-08-04 A Step-by-Step Guide to Showing the Value of Soft Skill Programs As organizations rise to meet the challenges of technological innovation, globalization, changing customer needs and perspectives, demographic shifts, and new work arrangements, their mastery of soft skills will likely be the defining difference between thriving and merely surviving. Yet few executives champion the expenditure of resources to develop these critical skills. Why is that and what can be done to change this thinking? For years, managers convinced executives that soft skills could not be measured and that the value of these programs should be taken on faith. Executives no longer buy that argument but demand the same financial impact and accountability from these functions as they do from all other areas of the organization. In *Proving the Value of Soft Skills*, measurement and evaluation experts Patti Phillips, Jack Phillips, and Rebecca Ray contend that efforts can and should be made to demonstrate the effect of soft skills. They also claim that a proven methodology exists to help practitioners articulate those effects so that stakeholders' hearts and minds are shifted toward securing support for future efforts. This book reveals how to use the ROI Methodology to clearly show the impact and ROI of soft skills programs. The authors guide readers through an easy-to-apply process that includes: business alignment design evaluation data collection isolation of the program effects cost capture ROI calculations results communication. Use this book to align your programs with organizational strategy, justify or enhance budgets, and build productive business partnerships. Included are job aids, sample plans, and detailed case studies.

**Roi for Technology Projects** Brian Roulstone, Jack J. Phillips, 2016-12-14 This is the first book focusing on the ROI for technology investments written by a technology executive for technology decision makers with the support and guidance of the foremost authority in the discipline of Return on Investment. This book leverages the talents of both authors to provide a framework and methodology that can ensure greater success in mobilizing technology initiatives. There is no other book on the market that specifically addresses the critical need to prove ROI on resource intensive technology projects with a time-tested and industry leading methodology. To date, most ROI books have focused in the areas of human performance, training, marketing, and other human capital related disciplines. With increased scrutiny of technology spending by the most complex organizations in the world, technology leaders need a 'tool kit' to help them prepare for hard-hitting discussions with their organization's CFO, president, CEO, or chairman about the return they should expect from critical technology projects. Rather than focusing top managers' attention on cutting, challenging, and controlling expenditures (as many C-level accountants prefer to do), this approach guides technology managers in providing executives with more comprehensive, balanced information that helps all involved make better business decisions. Along the way, it helps technology managers communicate more effectively with the financial decision makers in their organizations. The book also shows executives how partnering with IT leaders can help top management understand the return these technology projects can provide to the organization in increased human efficiency, automation of manual processes, unified organizational data, and other high-return results from complex and critical technology initiatives. At the same time, executives and IT professionals need to have their projects measured with a balanced perspective. While the ROI itself is very important, it's also important to capture intangibles related to the project, as well as information about application and implementation of the project. Even earlier in the cycle, it's important to capture reaction to the technology and the extent to which individuals have learned the technology. Together, these data sets represent a balanced profile of success, with ROI at the pinnacle.

Marketing Machine: The Secret History of the Future of Marketing (ROI) Guy R. Powell, 2018-09-10 Marketing should be as simple as putting money into the marketing side of the machine and watching revenue spurt out the other side. But if your brand isn't what you'd like it to be, if your consumer's purchase cycle is complex or long lasting, or if your products and services don't lend themselves to being purchased online, you already know it's not that easy. Guy R. Powell, founder and president of ProRelevant, explores four critical dimensions that businesses must master to become best in class and stay best in class: - needs to be a machine. - needs to be agile. - needs to be prepared for the future. - must own the future. As marketing expands in complexity with more and more online and offline media choices, marketers must still deliver the highest revenue for the least cost with the highest level of certainty. Build the right measurement infrastructure and leverage the best information possible to profitably grow your business with Marketing Machine.

Marketing ROI James Lenskold, 2003-07-16 ROI (Return on Investment) is today's key business tool for measuring how effectively money was spent--yet few marketing managers receive any ROI training at all. Marketing ROI changes all that, showing marketing pros at every level how to use ROI and other financial metrics to support their strategic decision making. This comprehensive book details how an accurate working knowledge of ROI is essential for using the latest marketing measurements, and provides insights for gaining the greatest competitive advantage from the skilled use and understanding of ROI concepts.

*Measuring the Success of Sales Training* Patricia Pulliam Phillips, Jack J. Phillips, Rachel Robinson, 2013 From renowned ROI experts Jack and Patricia Phillips, this latest collection outlines how to measure the return-on-investment (ROI) of sales training programs and provides real-life case studies that demonstrate how to apply the principles of the ROI Methodology when evaluating these programs.

**Spike your Brand ROI** Adele R. Cehrs, 2015-01-26 Increase ROI through more effective brand marketing According to CMO.com, we are exposed to more than 5,000 brand messages each day. Marketers call this "creating engagement, and each comment, share, or re-tweet is supposed to be a win. But is this deluge of content really working to shift perception, change behavior, or sell products? The truth is, only 5% of people say that social media has a profound effect on their purchasing decisions. Moreover, only 2.7% of people are willing to stick their neck out on the line to recommend your brand via social media, a factor known as "social risk." In SPIKE Your Brand ROI, public relations maven Adele Cehrs shares her strategy for effective engagement: it's all about timing. This book will teach you how to recognize, anticipate, or even create a SPIKE – a Sudden Point of Interest that Kick-starts Exposure. This is your opportunity to reach people when they are primed to hear your message, and your brand is most relevant to their lives. Based on the author's actual engagements with clients like Yum Brands, Lockheed Martin, DuPont, and more, this practical guide outlines a new, pragmatic approach that will enable you to: Learn to recognize brand patterns that are driven by audience interests and outside events Focus your energy, resources, and money when your brand is top-of-mind Decrease your marketing spend while increasing your bottom-line benefits Maximize benefits or mitigate damage by anticipating when your company, association, or nonprofit is going to be in the spotlight Retool traditional word-of-mouth initiatives for optimum results With Adele Cehrs' proven methodology, you can turn a SPIKE into a strategic platform from which to improve results, build respect, and boost your ROI.

**The Content Formula** Liz Bedor, Michael Brenner, 2015-11-26 The Content Formula answers the biggest question currently on marketer's minds: what is the ROI of content marketing? This book provides a step by step guide for marketers, and is divided into three parts: how to build the business case for content marketing, how to find the budget to establish a new content marketing program, and how to measure content marketing success in business terms.

*Return on Investment in Training and Performance Improvement Programs* Jack J. Phillips, 2012-06-25 The second edition of this bestselling book, 'Return on Investment in Training and Performance Improvement Programs,' guides you through a proven, results-based approach to calculating the Return on Investment in training and performance improvement programs. Jack Phillips has composed user-friendly ROI calculations, plus: \*ten post-program data collection methods \*ten strategies for determining the amount of improvement that is directly linked to training programs \*ten techniques for converting both hard and soft data to monetary values 'Return on Investment in Training and Performance Improvement Programs, Second Edition' continues as a primary reference for learning how to utilize ROI to show the contribution of training, education, learning systems, performance improvement, and change initiatives throughout organizations. The book also details implementation issues, provides worksheets, and pinpoints non-monetary program benefits. A case study takes the reader through the ROI process step-by-step.

**ROI, Planning for Profitable Growth** Richard B. Stockton, 1984

ROI in Marketing: The Design Thinking Approach to Measure, Prove, and Improve the Value of Marketing Jack J. Phillips, Frank Q. Fu, Patricia Pulliam Phillips, Hong Yi, 2020-10-27 Get your bottom-line results where you want them by putting your marketing campaigns and initiatives to powerful new use Marketing is all about understanding and serving your customers' needs—but how do you know that your events, campaigns, and communication initiatives are working at top effectiveness? And how can you determine whether your marketing investments are reaping real rewards? ROI (Return on Investment) is a performance measure used to evaluate the efficiency of all types of investments, and in this powerful guide, the team at the ROI Institute offer you a proven method for understanding your own marketing benchmarks as never before. Drawing on real data collected from real cases of real companies in a variety of industries, ROI in Marketing uses a data-driven process to help you measure: Input, including types of projects, audience reach, number of customers, costs, and more Reactions of target groups to products, services, and messages Actions, including how to process and monetize what the target group thinks, believes, and knows Business impact of actions taken by the target group and their influence on sales, new accounts, and profits ROI, monetary benefits of marketing programs compared to costs Intangibles, such as image, reputation, corporate social responsibility, and more Packed with actionable, results-driven processes, ROI in Marketing offers a powerful blueprint for transforming how you interact with your customers to get clear bottom-line results.

Reviewing **ROI**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**ROI**," an enthralling opus penned by a very acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible

imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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## ROI Introduction

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