



London TDM

Marketing and Communication Training Courses

Course Venue: United Kingdom - London

Course Date: From 18 January 2026 To 22 January 2026

Course Place: London Paddington

Course Fees: 6,000 USD

Introduction

In today's competitive business environment, understanding the intricacies of marketing budgeting and measuring return on investment (ROI) is crucial for effective campaign management and optimization. This course provides marketing professionals with the knowledge and tools to efficiently allocate budgets, track spending, and analyze the financial impact of marketing efforts to maximize profitability and growth.

Objectives

- Understand the fundamentals of marketing budgeting.
- Learn different methods of budget allocation.
- Master techniques for calculating and analyzing ROI.
- Identify key performance indicators (KPIs) for marketing success.
- Apply ROI analysis to optimize marketing strategies and expenditures.

Course Outlines

Day 1: Introduction to Marketing Budgeting

- Overview of marketing budgeting concepts.
- Understanding the role of budgets in marketing planning.
- Setting goals and objectives for marketing budgets.
- Historical analysis and its impact on budgeting.
- Case studies on effective marketing budgeting.

Day 2: Methods of Budget Allocation

- Comparison of different budget allocation models.
- Pros and cons of various budgeting methods.
- Customizing budgets according to business size and goals.
- Interactive workshops on budget allocation.
- Use of software tools for budgeting and financial tracking.

Day 3: Measuring ROI in Marketing

- Defining ROI in the context of marketing.
- Methodologies for calculating ROI.
- Common challenges in ROI measurement and how to overcome them.
- Using ROI metrics to drive marketing decisions.
- Practical exercises on calculating marketing ROI.

Day 4: Identifying and Analyzing KPIs

- Key performance indicators (KPIs) in marketing.
- How to link KPIs with marketing objectives and strategy.
- Analyzing KPI data for actionable insights.
- Reporting and communicating KPI results to stakeholders.
- Hands-on projects for identifying KPIs in different industries.

Day 5: Optimizing Marketing Strategies with ROI Analysis

- Integrating ROI analysis into strategic planning.
- Optimizing budget allocations based on ROI insights.
- Case studies on successful ROI-driven marketing strategies.
- Building a culture of data-driven decision making.
- Group presentations on optimized marketing plans.