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Webcast: Thurs., February 11

**10:00 am Pacific
1:00 pm Eastern**

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**Webinar with National Marketing ROI Expert
February 11, 10:00 am Pacific / 1:00 pm Eastern**

Marketing ROI, The Real Deal

*A Better Way to Measure Marketing ROI:
avoid mistakes with best industry practices*

Webinar Overview:

The demand for accurate and credible measurement of marketing ROI has never been greater however there is little consensus regarding best practices, principles and strategic purpose. Many marketers would agree that measuring marketing ROI can be a frustrating experience based on sometimes questionable assumptions that generate more criticism than credibility. There truly has to be a better way.

James Lenskold is a national expert, author and much in demand speaker on the subject of measuring marketing ROI. His book, **Marketing ROI**, was named one of the five most influential marketing books of 2004 by American Marketing Association. He consults with companies nationwide regarding best marketing ROI practices to enable marketers to accurately and credibly measure marketing ROI and achieve strategic marketing insights that can generate sales and profit growth.

We have carefully planned this webinar to give you clear insights into how you can improve your marketing ROI measurement and generate sales and profit growth – key principles you must know – market tested tools to measure marketing ROI – plus 2 case studies – one basic – one advanced – to demonstrate how leading companies are accurately and credibly measuring marketing ROI.

All registrants will receive a complimentary copy of Lenskold Group's fifth annual research study: 2009 Marketing ROI and Measurement Study – a 35 page research report that addresses how marketing ROI can influence marketing performance and growth relative to competitors.

Key Note Speaker:

James Lenskold, President, Lenskold Group

Author of:

Marketing ROI – Path to Campaign, Customer, and Corporate Profitability Report – 2009 Marketing ROI and Measurement Study.

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