

How do I know how effective my marketing is?

MarketNAV shows you which marketing channels are working well and which one's aren't. A high conversion rate (leads / sales number) and high average dollar sale (sale value / sale number) for a channel would indicate an effective marketing activity.

Each MarketNAV channel has sales and marketing activities within them. Each activity is designed to drive leads, which in turn impacts sales figures.

What the conversion rates and average dollars sales are within each of these channels, is impacted by your key 5 Ps of marketing (products, pricing, promotion, place and people - sales staff). For example, your conversion rates may be impacted by the skill of your sales people and your average dollar sale may be impacted by your product range and your pricing policy.