COM-06 Proven Tactics to Measure Successful Campaigns

April 1, 2019
Workshop Summary

COM-06  Proven Tactics to Measure Successful Communications Campaigns

Description: Sometimes the most challenging part of what marketers do is measuring and evaluating public outreach and communications efforts. This workshop will look at various method of measuring success. Speakers will share the importance of setting campaign key performance indicators, demonstrate unique and cutting-edge tools to measure campaign effectiveness, and share how the insights gained are used to optimize creative content and placement throughout the flight of a campaign to maximize results.
Workshop Presenters

Marcia Lozier - 3M Transportation Safety Division – mlozier@mmm.com – Moderator
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