

Example Executive Summary

Marketing Study
Conducted by Mr. Senior Marketer
Month Day, 20XX

Introduction

The marketing study was conducted by an independent consulting group, and was designed to evaluate the effectiveness of the print media ad campaign conducted between Month Day and Month Day, 20XX. The report aimed to identify which avenues of advertising were most effective and generated the most useful leads.

Overview

The independent consulting group collected data on advertising efforts across three fields: banner advertising; direct mail; and newsletters and marketing brochures. The data was analyzed to determine leads generated and inquiries reported as a result of generated leads. Conversion of leads into business was also analyzed. Data was collected using anonymous customer and salesperson survey and the results were tabulated to determine which avenues lead to production of viable leads that resulted in new business for the company.

Summary of Results

- Direct mail generated 92% more viable leads than other avenues of advertising.
 - Direct mail resulted in a conversation rate of 20%, meaning 20% of leads collected through direct mail resulted in a purchase of company products or services.
 - Customers reported increased satisfaction with the company after receiving newsletter information. This increased satisfaction translated to an average increase in spending of 25% per customer responding to survey and newsletter offers.
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Recommendations

- The company recommends emphasizing print ads with specific pricing information to be published upon requests.

- Newsletters offering product information and advice should be distributed to consumers via the mailing list.
 - New marketing efforts should be evaluated on a quarterly basis to examine return-on-investment. Changes should be implemented quarterly in response to customer/lead generation success as reported by sales staff and customer satisfaction surveys.
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Cost Projections

The new marketing program is estimated to cost the same as the existing marketing program. Dollars spent will simply be directed at different avenues of marketing to emphasize those methods demonstrated most effective.

Conclusions

Reported data suggests that company's existing marketing program is strong in certain areas and weaker in others. A shift in focus may result in increased business for company without the need for extensive increased expenditures.