

# Post Campaign Marketing *analysis*

USE THIS DOCUMENT TO MONITOR YOUR CLIENT'S ADVERTISING RESULTS AND IMPROVE RESULTS ON THEIR NEXT CAMPAIGN.

We at (CALL LETTERS) will work with you to constantly monitor your advertising results, with a view to improving our performance.

After each campaign, we will ask you to conduct the following Post Campaign Analysis.

This information will be held in the strictest confidence and only used to improve the results in your next campaign.

Client: \_\_\_\_\_

Campaign: \_\_\_\_\_

Station (s): \_\_\_\_\_ Date: \_\_\_\_\_

Your main advertising objective:

- ◇ Sales
- ◇ Awareness
- ◇ Image
- ◇ Traffic
- ◇ Other
- Specify: \_\_\_\_\_



Did you use any other media? (Check one) Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, what media? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you monitor the following?

Competitor's Advertising?	YES	NO	Closing Ratios?	YES	NO
Weather Conditions?	YES	NO	Average Sale Per Customer	YES	NO
Sales Results?	YES	NO	Number of Repeat Customers	YES	NO
Store Traffic?	YES	NO			

Please rate the following with respect to your advertising (radio) campaign:

	Excellent	Good	Fair	Poor
Station follow-up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creative/ production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our credit terms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your commercial schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your rep's knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our billing proce- dures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our promises kept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Return on invest- ment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campaign results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Goals and Expectations for most recent campaign:

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Agreed upon measurement of campaign's success:

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With customer, work out from the above measurement techniques to what degree the campaign was successful and document the results below. Be very specific.

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Now that we have measured the campaign in the agreed upon manner, how satisfied would you say you are with this campaign (circle only one).

Extremely Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Extremely Dissatisfied
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If client is dissatisfied, determine what we can do NOW to increase the level of satisfaction.

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If client is satisfied, determine what we can do NEXT Time to further increase the level of satisfaction.

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