BRILLIANT METRICS

Is It Time To Kill Your Underperforming Marketing Tactics?

A DECISION TREE FOR MARKETERS HAVING A HARD TIME LETTING GO

START HERE

Is this marketing activity meeting your expectations?

YES → Congratulations! You have found a marketing activity that works. Now, set up small, scientific experiments that derive insights which can be applied to improve your already successful program!

NO → Did you set clear goals, metrics and KPIs for this marketing activity?

- **YES** → Did you communicate your goals, KPIs and/or definition of success to your boss, peers and reports?
  - **YES** → Is the underperformance due to a mistake in setup or configuration? (Seriously, go back and check. Humans were involved and we ain't perfect.)
    - **YES** → Fix the mistake, gather new data and run through the tree again. Apologize profusely if you made the mistake, and be kind in your words if someone else screwed up.
    - **NO** → Do you think that, with some minor modifications, this program could meet or exceed the established goals?
      - **YES** → Then make the changes, and let's see what this baby can do! Just remember to document and share your insights
      - **NO** → Are you holding on to this marketing activity in the hopes you can recoup some of your spend?
        - **YES** → Don't fall victim to backward looking decision making! If you are not seeing a return with the current activity, and nothing changes, we can't expect to see different results. It's time to pull the plug on this activity
        - **NO** → Are you holding on to this underperforming activity because there is nothing else in the pipeline?
          - **YES** → Something is NOT better than nothing when that "something" is taking up available resources, and that is exactly what your underperforming marketing activity is doing. Pull the plug, regroup and find a new activity to focus on- and remember to set clear goals so you know when you have achieved success. The possibilities are endless!
          - **NO** → If you were observing someone else in the same someone else in the same recommend that they discontinue this activity?
            - **YES** → And that is your answer! Take your own advice, and kill this underperforming marketing activity!
            - **NO** → Are you holding on to this marketing activity because stopping will make you look like you don't know what you are doing?
              - **YES** → This is one of the primary reasons for holding on to underperforming marketing activities and the hardest one to overcome. Check out our blog for ideas on how to stop an underperforming activity and still maintain your marketing cred.
              - **NO** → Something is holding you back, but what? Check out our blog to find out why you are having a hard time letting go.
- **NO** → You'll never succeed if you don't know what success looks like. Set clear goals, metrics and KPIs and communicate them up the ladder. Then, compare the performance against these goals and run through the decision tree again.
- **NO** → Communicate your vision of success to those who are contributing or judging the success of the activity. If not, contributors will derail your goals and others will judge them on the wrong merits. Return to the beginning.

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