



Latest Episode



## ANNE VS APRIL: WEEKLY POV

College football moving to a 12-team playoff.

**Anne:** I couldn't be happier about this because we can all finally wake-up from college football season Groundhog Day. Does anyone else feel like the season is the same every year where teams play a weak non-conference schedule to avoid taking a "L" and ruining their chances of a perfect season and a playoff bid? And if your conference is already weak (ugh Big 10, or 12 or whatever it is now), it is hard to stay interested in a game where you are consistently blowing out the other team. I am hoping this (re)fuels some new rivalries which will bring excitement back into College Football. Which should also mean higher tv ratings and more butts in the seats (translation for teams and networks...more \$\$\$).

**April:** I cannot say that I am much of a college sports fan, but what I can say is that I am a big fan of mixing things up and trying something new. One of my problems with sports in general is when they start to feel like the "same old thing". Yes, I realize we have the problem of the world changing SUPER rapidly and short attention spans being the norm, but I also appreciate anytime an industry takes a hard look at what is going on and how it can be improved. So I applaud this initiative and look forward to seeing what happens as a result.



## BUILDING SAVVIER MARKETERS

### TIP OF THE WEEK

One of the biggest questions we get asked is "how do I know my marketing is working?" There is no magic KPI that evaluates marketing success because it is contingent on why you are doing marketing in the first place? Is it for awareness? Lead gen? New news?



### ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With

Reputation building? The key is to understand what moves your business. If it is generating leads because you know you will convert 20%, then the KPI should be increasing leads. If it is a softer KPI like reputation building, you need to define what would be true if your reputation was more solidified and measure that. For more on this, check out Marketing Smarts episode: [4 Steps for Defining the Right Marketing KPI's.](#)

over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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