

The new era of marketing effectiveness

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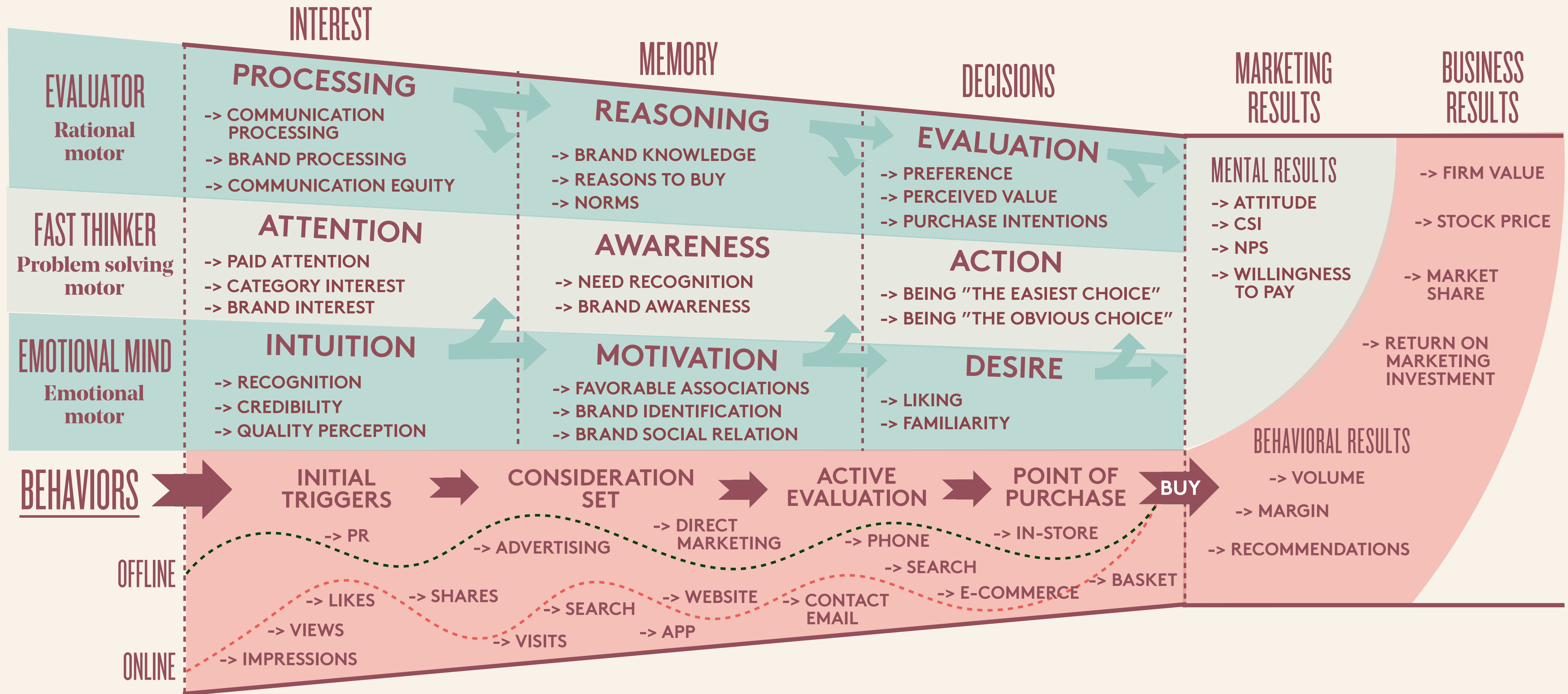
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Why should we care about marketing effectiveness?

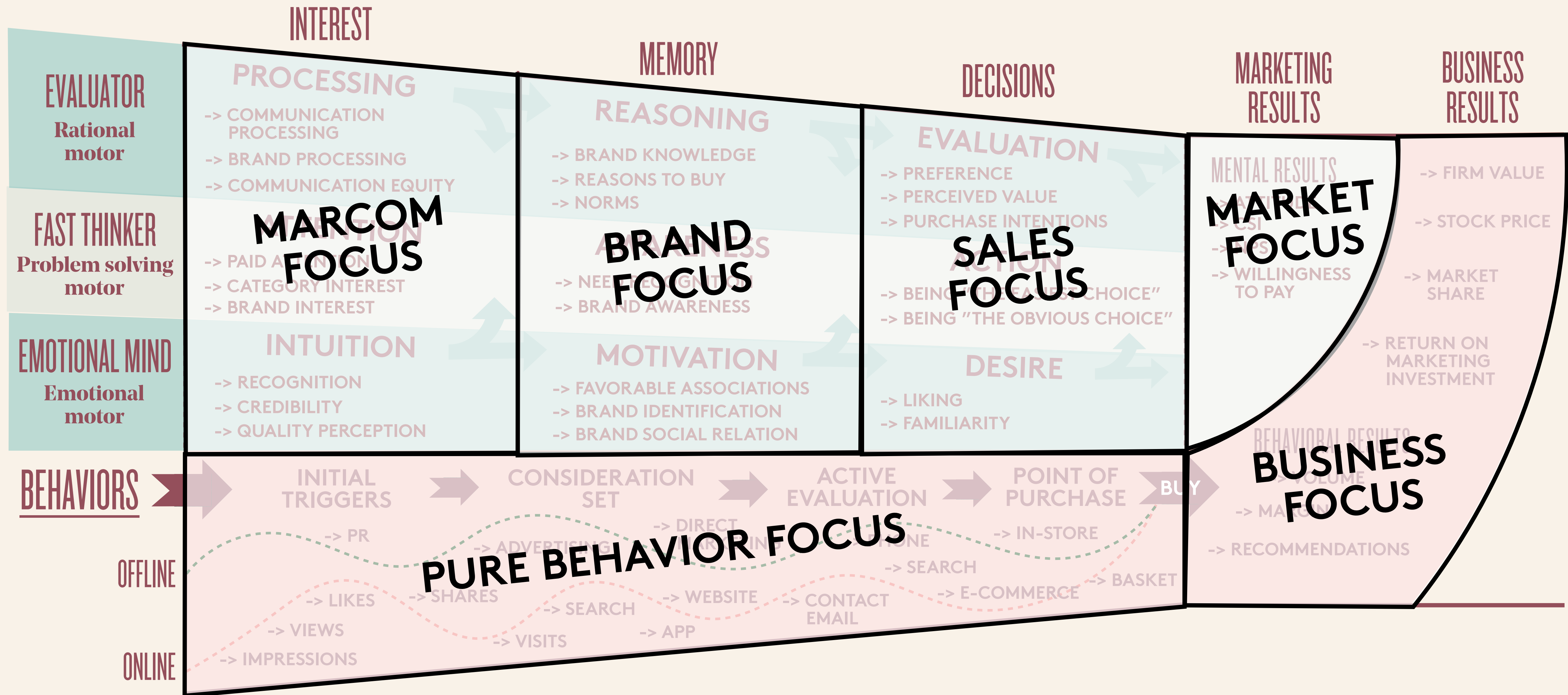
Why should we measure?

- Fill out PPT-slides
- Show what we have achieved
- Prove that we have invested wisely
- Evaluate what we have done
- Optimize
- Make it better tomorrow

How can we care about marketing effectiveness?



To make it better tomorrow we need to choose!



Thank you!

I am regularly in Finland so just send me an email if you have any questions. I am also working with Hanken SSE and will probably have programs about this so if you are interested just send me an email.

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