Sanjivani College of Engineering, Kopargaon
Department of MBA

Marketing Management-II

5.2. Marketing Control

Presented By:

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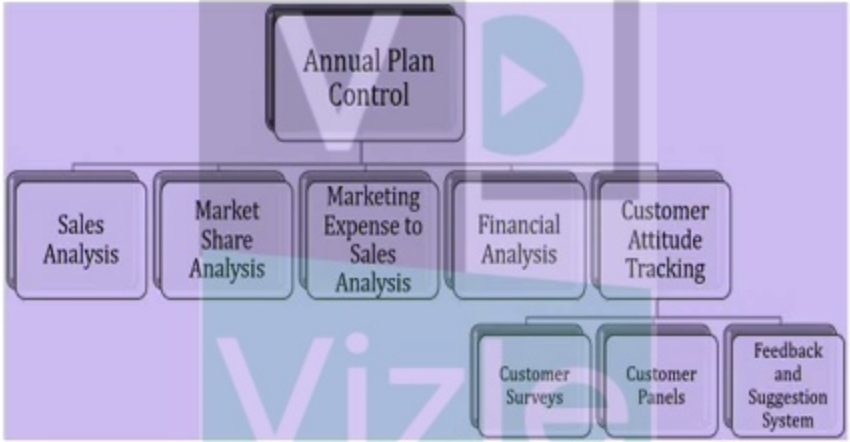
a) Annual Plan Control



c) Efficiency Control

- **Sales Force Efficiency :** Acquisition of new customers, customer turnover, average cost incurred on each sales transaction, time invested on the new customers, market share, average sales per day, etc.
- **Advertising Efficiency :** brand awareness, cost incurred on each lead, media cost, advertising campaign reach, etc.
- **Distribution Efficiency :** performance of the distribution channels in comparison to the cost incurred on channel partners

Essentials of Effective Marketing Control

1. Set Matching Standards
2. Guaranteed Quick Detection and prompt action.
3. Understandable
4. Match with Organization Pattern
5. Economical
6. Flexible

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