**STRATEGIC MARKETING**

**Learning Outcome 5: Activity 1**

**PAIRS ACTIVITY**

**Metrics and measurement**

In pairs, create an example of an appropriate situation to use a specific metric as a measurement of success, and suggest what specific metric you may measure to attempt to set goals (KPIs) and quantify successes.

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| **Number of customers**  *I.e. useful when trying to grow a new organisation, KPI = number of new customers per week* |
| **Loyalty/retention** |
| **Customer satisfaction** |
| **Esteem** |
| **Complaints** |
| **Awareness** |