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## Key Performance Indicators of a Marketing Staff/Activations Support:

### 1. Event Participation:

- **Number of Events Supported:** Measure the total number of marketing events or activations supported by the Marketing Activations Support role within a specific timeframe.
- **Event Attendance:** Track the attendance or participation metrics for events supported by the Marketing Activations Support role, such as the number of attendees, booth visitors, or online event viewers.

### 2. Logistics Management:

- **Event Setup and Tear-down Time:** Measure the time taken to set up and tear down event booths, displays, and equipment to ensure efficient logistics management.
- **Inventory Management:** Track the availability and management of event-related materials, merchandise, and promotional items to ensure adequate stock levels and minimize waste.

### 3. Customer Engagement:

- **Interactions Per Event:** Measure the average number of interactions or engagements with attendees per event supported by the Marketing Activations Support role.
- **Feedback Collection:** Gather feedback from event attendees regarding their experience with marketing activations supported by the Marketing Activations Support role to identify areas for improvement and measure satisfaction levels.

### 4. Lead Generation and Follow-up:

- **Leads Generated:** Track the number of leads or prospects generated as a result of marketing activations supported by the Marketing Activations Support role.
- **Follow-up Response Time:** Measure the time taken to follow up with leads generated from marketing activations to ensure timely communication and lead nurturing.

### 5. Promotional Material Distribution:

- **Distribution Efficiency:** Assess the efficiency of distributing promotional materials, such as flyers, brochures, and samples, during marketing activations supported by the Marketing Activations Support role.
- **Material Effectiveness:** Evaluate the effectiveness of promotional materials in driving brand awareness, product interest, and customer engagement during marketing activations.

### 6. Brand Representation:

- **Brand Consistency:** Ensure consistency in brand messaging, visual identity, and brand representation during marketing activations supported by the Marketing Activations Support role.
- **Brand Ambassadorship:** Evaluate the ability of the Marketing Activations Support role to serve as brand ambassadors and represent the company positively during marketing activations.



#### 7. Technology Utilization:

- Utilization of Technology: Measure the utilization of technology tools and platforms to support marketing activations and streamline processes.
- Technology Adoption: Monitor the adoption and proficiency of technology tools and platforms among the Marketing Activations Support role to ensure effective use and maximize efficiency.

#### 8. Cross-functional Collaboration:

- Collaboration with Marketing Teams: Assess the level of collaboration and coordination with other marketing teams (e.g., digital marketing, content marketing) to support integrated marketing activations and initiatives.
- Feedback and Communication: Provide feedback and communicate effectively with cross-functional teams to ensure alignment and coordination in marketing activation efforts.

#### 9. Cost Management:

- Budget Adherence: Ensure adherence to budgetary constraints and cost-effective utilization of resources for marketing activations supported by the Marketing Activations Support role.
- Return on Investment: Calculate the return on investment for marketing activations by comparing the costs incurred against the outcomes achieved, such as leads generated or sales revenue.

#### 10. Post-Event Analysis:

- Post-Event Evaluation: Conduct post-event analysis and evaluation to assess the success of marketing activations supported by the Marketing Activations Support role, identify lessons learned, and make recommendations for future improvements.
- Performance Improvement: Implement improvements and optimizations based on post-event analysis to enhance the effectiveness and efficiency of future marketing activations.