

# Expanding the MASB Audience

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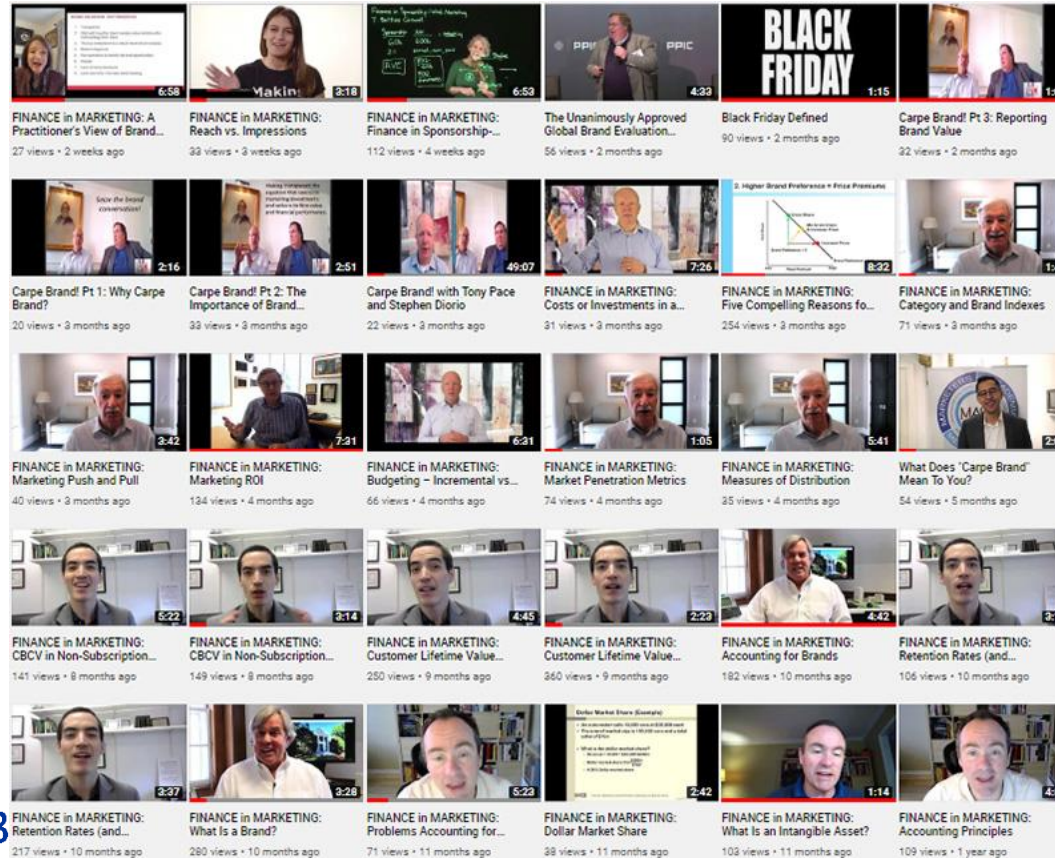


**Marketing Accountability Standards Board**  
of the Marketing Accountability Foundation

# MASB Finance in Marketing Education Library

- In creating the college course we reached out to marketing academics, marketers, and research practitioners for videos
- These were organized on YouTube for easy access
- Several were promoted by MASB on social media as they addressed current topics
- Soon they were gathering views, not only from the social media promotion but organically
- Given this demand, we expanded our concept to a video library targeted towards both marketing professionals and students

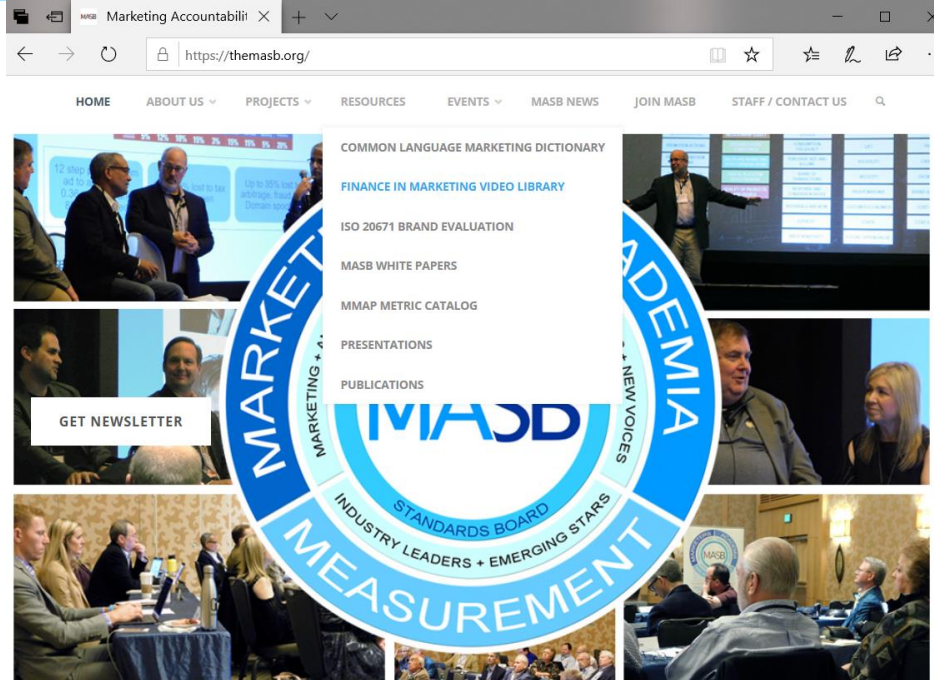
# Leveraging the MASB FME Video Library



34 videos  
3,775 views  
120 subscribers

Goal:  
20K in 2020

# MASB Finance in Marketing Education Library



Easily accessible from  
[www.themasb.org](http://www.themasb.org)

## Marketing Accountability Standards Board

MASB brings marketers, academics and measurement providers together to establish and advance accountable marketing practices to drive brand and business growth by linking marketing activities to financial outcomes. How accountable is your marketing?

# Example Video #1 – Conversational with Charts





# Example Video #2 – Highlight Reel



The term "Black Friday" was applied to the day after Thanksgiving as early as 1961 by Philadelphia police officers who dreaded the heavy and disruptive pedestrian and vehicle traffic that occurred on that day as schools were closed and many workers took time off or played hooky to go Christmas shopping.

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# Example Video #3 – Traditional Presentation

## 2. Higher Brand Preference = Price Premiums



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# Example Video #4 - Modern Interactive

Finance in Sponsorship-linked Marketing  
T. Bettina Cornwell

<u>Sponsorship</u>	<u>Adv.</u>
60b.	600b.
2	



A woman with short blonde hair, wearing a green long-sleeved dress and a patterned scarf, is pointing her right index finger towards the chalkboard. She is standing in front of a black chalkboard. The chalkboard has handwritten text in green chalk. The text reads: 'Finance in Sponsorship-linked Marketing' and 'T. Bettina Cornwell'. Below this, there is a table with two columns: 'Sponsorship' and 'Adv.'. Under 'Sponsorship', the numbers '60b.' and '2' are written. Under 'Adv.', the number '600b.' is written. The woman is holding a small green object in her right hand, which she is pointing towards the board.

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# Call for more videos!

- **You too can be a marketing accountability influencer!**
- **1- to 5-minute clips**
  - Definition videos – read terms from the Common Language Marketing Dictionary and standard finance terms like EBIDTA
  - MMAP 10 Characteristics of an Ideal Metric (e.g. reliability, validity)
  - Descriptive or anecdotal cases (e.g. charts of accounts, classic MASB case studies like Duracell vs. Eveready)
  - MASB will do needed editing
  - If you are camera shy, we can do slides with a voice-over

## MASBNEWS blog

- Project Updates
- MASB Papers and Publications
- Home of the Sponsorship Accountability Series
- Coming Soon: Brand Valuation Series

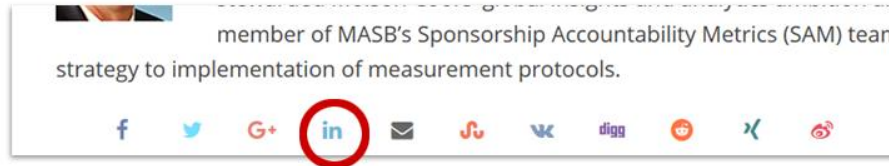
**ACTION:** *Share articles to your LinkedIn and Twitter feeds*

## MMAP Metric Catalog

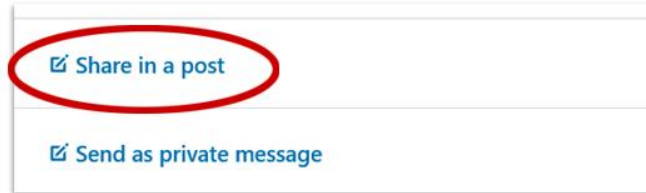
- only independent validation of a metric's usefulness
- audit details accessible by MEMBERS ONLY

# Posting to Your LinkedIn Feed from themasb.org

1. Click the LinkedIn icon located below the article.



2. Select “Share in a post.”



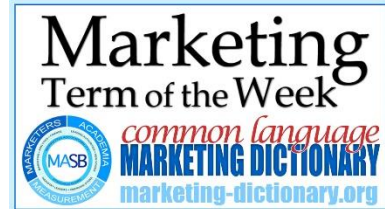
3. Add a comment using the keyword “sponsorship” and post!

Post

# Common Language Marketing Dictionary

## [marketing-dictionary.org](http://marketing-dictionary.org)




- Bookmark the site – *make it your marketing reference*
- Put a CLMD link on your website
- Link to CLMD terms in your articles and posts
- Subscribe to MARKETING TERM of the WEEK
- Promote the site to your colleagues and/or students
- Distribute new MASB bookmarks!



Request bookmarks  
from [info@themasb.org](mailto:info@themasb.org)

# The MASB Channel on YouTube

<https://www.youtube.com/c/masbmarketingaccountabilitystandardsboard>



- Watch the great videos – *the more views we get, the more views we get* [minimum time for view on YouTube = 30 seconds]
- Like the videos *that you like!*  1
- Share the videos with colleagues and via social media  SHARE
- Subscribe to the channel! *We need a lot more subscribers!* 
- Distribute new MASB bookmarks to colleagues and students



Request bookmarks  
from [info@themasb.org](mailto:info@themasb.org)

# MASB on Social Media

## LinkedIn

- Follow MASB company page: [linkedin.com/company/2910876/admin/](https://linkedin.com/company/2910876/admin/)
- Join MASB group: [linkedin.com/groups/12003212](https://linkedin.com/groups/12003212)
- Like MASB posts  Like
- Share MASB posts to your feed  Share

## Twitter

- Follow @themasb1 and use #themasb
- Like, comment on and retweet MASB tweets  3  3



# Word of Mouth



*“Did you say, ‘marketing accountability?’ Have you heard of MASB?”*

# MASB Summer Summit 2020 Suggestions

## Proposed Date: August 5/6

- Half Day Wednesday the 5<sup>th</sup>
- Full Day Thursday the 6<sup>th</sup>

## Location Suggestions

- Philadelphia
- New York
- Detroit
- Other?

# Reminders

- Decks are available to all attending
  - <https://themasb.org/masb-events/ws2020-presentations/>
  - Guests (for one month – link will be emailed)
  - Members (forever – on Members-only Summit pages)
- Please leave badges at the door

# Great Event!

# Thank you for participating!



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