



MARKETING ROI BOOSTER

MARKETING DATA THAT GROWS YOUR BUSINESS

Biggest challenges with marketing your business

How do you know if your current marketing strategies are working for your business? Are you wasting money on advertising? Do you experience unstable cash flow and service periods? Are there some weeks where it is difficult to cover the bills?

These concerns are often rooted in three core issues which ultimately result in a lack of growth:



WASTED MARKETING SPEND

Are some campaigns bringing in more customers but with minimal revenue? Or are they too expensive to roll out with no assurance of success? Are some campaigns not meant for your type of business? Or are they simply ineffective or poorly done? It is too easy to waste money or spend money on advertising because you are getting good vanity metrics or digital footprint results. Good sales representatives can also be very convincing that spending money with them will result in more customers for your business.



UNKNOWN RESULTS

Do you know how many customers are coming into your business, revenue, and profit per campaign? Is your Facebook campaign or in-house competition more successful? If you're not tracking and recording your results, it's difficult to conduct split testing or try different calls-to-actions, for example, to continuously improve your return on investment.

Many marketing opportunities get missed and even if some marketing activity is undertaken, there is often no way of knowing what campaigns are actually successful. Why? Because being busier is an overall result and can't be replicated if the cause is unknown.



A LACK OF SYSTEMS

Without documented systems in your business, it makes it difficult to plan campaigns and ensure consistency of promotions. This can cause problems with productivity and result in a higher level of stress and frustration. It is also more difficult to keep a consistent record of activity results for historical analysis or find the required information and images needed for your marketing suppliers.



Marketing insights and intelligence to grow your business

Maralytics software prevents businesses wasting money on marketing activities that either don't work or are inefficient:

- Save money – keep profitable campaigns and cancel failing ones.
- Monitor results – intuitive dashboard reports real-time data so you can react quickly.
- Reduce frustration – make decisions easily with useful information and metrics.



Marketing ROI Booster Methodology

Our 5-step methodology is the fastest way to boost your marketing strategies and campaigns that results in accelerated growth and sales in your business.



INITIATE

Create the formula that works for your business



IDEAS

Expand your reach and engagement with the right ideas



IMPLEMENT

Use planning and automation to get your campaigns working consistently



IDENTIFY

Have a system to understand and review your results



INNOVATE

Replicate successful strategies and create new winning campaigns

MISTAKES:

NO DIRECTION

NO PLANS

PROCRASTINATION

DON'T KNOW RESULTS

UNABLE TO REPLICATE SUCCESS

Unlock the power of customer insights and marketing data with Maralytics!



Success is looking at the right data to grow your business

Until you know your marketing ROI results, your business future is at risk. Maralytics allows you to create an effective and repeatable system for campaigns, that:

- Makes business decisions easier; and
- Creates consistent cash flow and aligns advertising activities with operations, to achieve:



OPTIMISED MARKETING DOLLARS

Spend your marketing dollars on what works and find winning campaigns that significantly grow on your bottom line to allow you to further scale or optimise performance.



ACCURATE DATA

Data is only truly useful if it's accurate and integrated into actionable insights through analytics. Once you achieve this, business processes improve, your customer database can grow, and you can engage with your customers through the most effective and efficient channels.

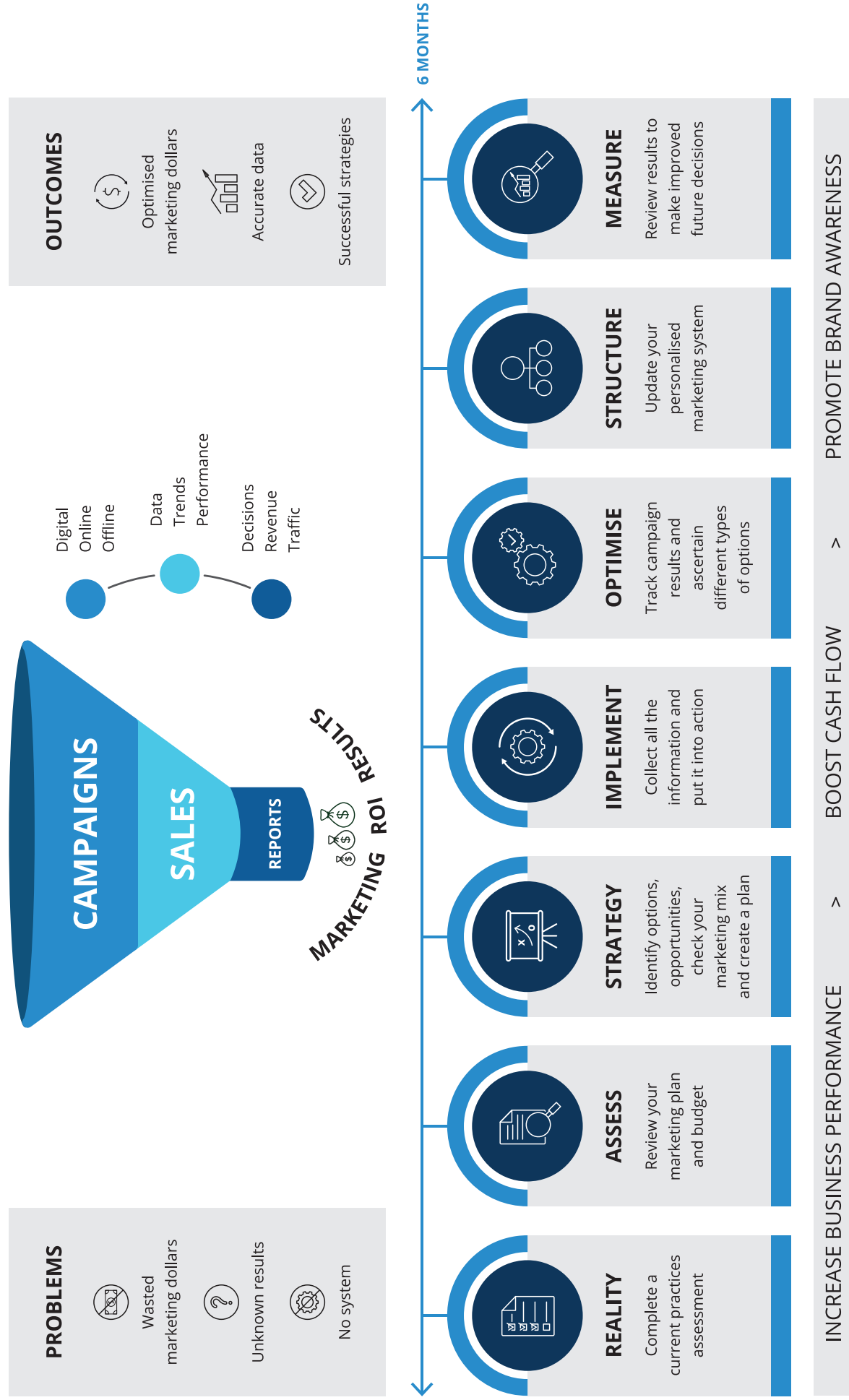


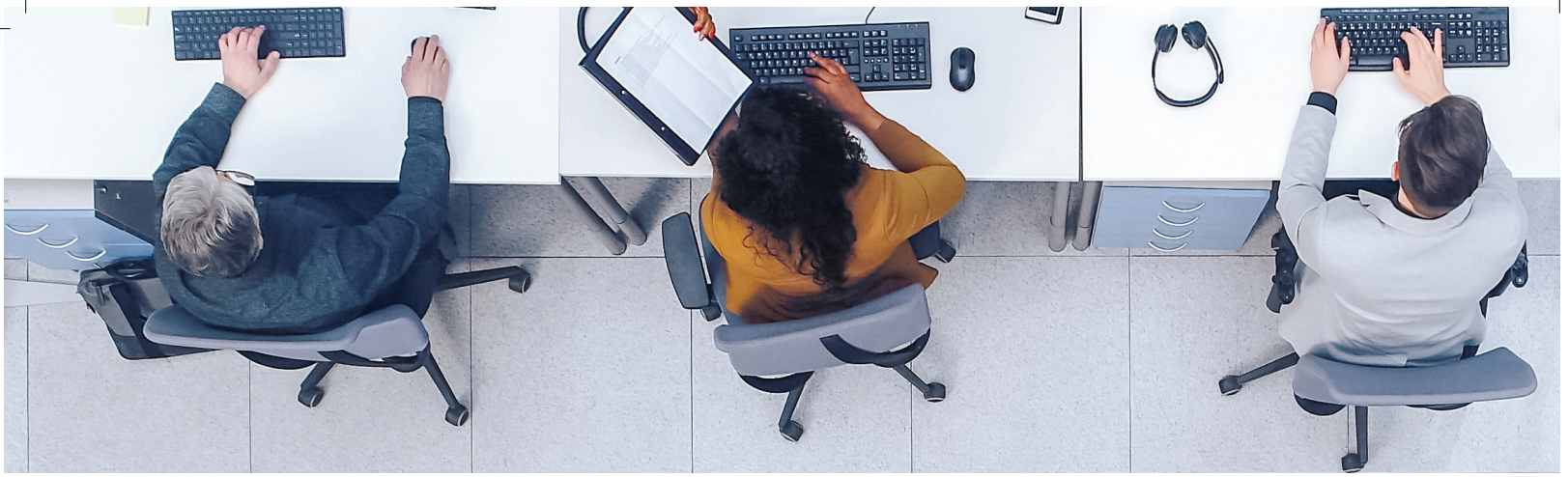
SUCCESSFUL STRATEGIES

Knowing the exact results of your marketing activity makes it easy to replicate, target and create more effective marketing campaigns. Also you can forecast future activities more easily and with greater efficiency.

Enhance your marketing campaigns by following our proven process

Our patented software program enables you to view every campaign, so you can see what works or doesn't work, and increase your return on investment.





Rate your marketing activities for your business

Review your current marketing efforts by calculating one point for every tick on the following questions:

- | | |
|--|--|
| <input type="checkbox"/> Do you have a marketing budget? | <input type="checkbox"/> How do your customers find you? |
| <input type="checkbox"/> Do you spend money on advertising? | <input type="checkbox"/> Have you got a successful call-to-action in your promotions? |
| <input type="checkbox"/> Do you have a marketing plan? | <input type="checkbox"/> Do your staff know all your marketing activities? |
| <input type="checkbox"/> Do you have a dedicated person to do your marketing activities? | <input type="checkbox"/> Do you track your marketing sales and traffic results? |
| <input type="checkbox"/> Are you active in more than five places online? | <input type="checkbox"/> Do you have more than five marketing campaigns running consecutively? |
| <input type="checkbox"/> Do you have a style guide for your business? | <input type="checkbox"/> Do you measure and analyse your marketing results? |
| <input type="checkbox"/> Do you have regular marketing campaigns? | |
| <input type="checkbox"/> Do you promote your business offline? | |

TOTAL BOX TICKS _____

HOW DID YOU GO?

- 0-5** On no! Your business could be new or you've missed opportunities everywhere and it is costing you. Your business may have difficulty attracting new customers. Let's chat ASAP!
- 6-10** Good work! Your business is doing okay. Business will just tick along but there are plenty of ways to improve and increase your revenue. Give us a call today.
- 11-15** Well done! You're doing great. Now you know if there is anything else needed to achieve success in every aspect of your business. Keep going!

Regale Restaurant and Bar Case Study

SIMPLE IS BETTER

Maralytics prides itself as a game-changer, an enabler, and a breakthrough tool for the many sectors that it serves. While many see this as intimidating, there is one philosophy that Maralytics follows to its core and that is, **simple is better**.

Before Regale Restaurant and Bar, a 150-seater restaurant located at the lobby of a prestigious hotel in Australia, started using Maralytics, they were busy managing different marketing promos and activities. They were running more campaigns than their marketing and operations teams could handle, and all the work needed, got too challenging to sustain and monitor. The breaking point for Regale Restaurant and Bar was finding out, after almost one season of being “busy”, that there was no real ROI from all their marketing campaigns!

During the initial consultation, it was identified that this business aimed to attract more customers during the lean months.

Now with a clear goal, the Maralytics team emphasized that by launching many marketing promos and campaigns at the same time doesn't always guarantee ROI. Businesses need to understand customer wants and behaviors. And most of the time, information about their customers is already available, only if they know how to analyze the data that is right there in front of them - right in their POS machines!

After one full season of using Maralytics, Regale Restaurant and Bar was able to track how their customers spent money in their restaurant. They identified what delighted their customers and what made them come back. With Maralytics, they were able to increase their customer base off-season to 45%! They were also able to spend less marketing budget by doing fewer promotions - only activating those that truly resonated to their target market! Indeed, simple is better.





Founder's Story

Miriam van Heusden is the founder and CEO of Maralytics. She is a restaurateur, a business coach, a certified professional vocational trainer, a food and travel consultant, and an outdoor adventure lover!

Miriam's journey to creating Maralytics began when she was looking for a way to make use of all the information she was getting from her restaurants' POS. Not many restaurant owners were able to realize it at that time, but Miriam knew that information is gold, and all this was just right in front of her - in her POS machine.

This information describes customer behavior, market trends, and feedback about the promotional activities in her restaurants. If there was a way to extract this data from these POS machines, then Miriam knew that she is off to make better and smarter business decisions around her business.

Miriam has dedicated the last five years in pooling a team of developers, and together, they created the Maralytics' prototype. After passing the beta testing phases done by several small businesses in Australia, New Zealand, the United Kingdom, and the United States, Maralytics is now set to take the food and beverage, hospitality, travel, and retail sectors by storm!

Try Maralytics for free today!
Sign up at www.maralytics.com.

Try our FREE trial



maralytics.com/signup/

We're so confident in the power of Maralytics to improve your return on Marketing investment, that we're offering a no-obligation free trial, so you can experience the program before you subscribe.

Integrate with our partners

KOUNTA™

 **lightspeed**

 **Square**



vend



Contact us today to obtain marketing insights and intelligence to grow your business.



info@maralytics.com



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