

# Doubling marketing effectiveness at NiSemCo

## Aligning departments on MROI approach

### Results

- Buy in from multiple departments for future marketing strategy on a smaller budget
- Agreement of what is marketing effectiveness internally.
- Agreement of marketing KPIs and MROI ratios and what channels to use

Global semiconductor manufacturer NiSemCo faced a problem with their digital marketing strategy in 2023, roughly half a decade after setting up a dedicated digital marketing department. When the global electronics economy cooled down in the beginning of 2023 budget was getting tight leading to cost cuts effecting all departments. Especially digital marketing budgets where under scrutiny. Why was that? In order to kick-off the digital marketing activities several investments were made and allocated as general costs.

What was the problem? In the early storming phase NiSemCo put little emphasis on evaluating the business value of the digital marketing activities. In need of a strategy the DM department utilized a big part of the budget for new tools and experiments with new channels, content and media.



Once the activities took off an allocation to the business units was necessary. The costs were accepted at first - everybody had the understanding that this is necessary since the global trend towards digital also impacted the electronics B2B business landscape.

Until 2023 when budgets were getting tight and all investments were put under scrutiny. Since DM focused more on getting new projects off the ground and less on indicating the value of their activities the budget was getting a large cut.

This was a wake up call to rethink the strategy and introduce a more value focused approach. It lead to the introduction of the ME Value Ad approach.

NiSemCo put together a team of content, campaign and BI experts and initiated a pilot project. The pilot project was based on a new workflow from business analysis through target definition and finally content creation and campaign definition.

### The ME factor:

- Status quo analysis (business situation, upside potential, available budget and resources)
- Target setting
- Campaign / promotion definition
- Content creation (content plan)
- Result measurement / Value ad and ROI

Read the NiSemCo's full story (coming soon)

The introduction of the Value Ad projects immediately resonated with the management and Business Groups and found wide ranging support.

