1	You can't separate measurement from objective setting. Each year have two or three big marketing objectives that link clearly to your firm's strategy. Then have specific objectives for each campaign.
2	Always priorities effectiveness - the extent to which you achieve your objectives - over efficiency - how easy it is to achieve them.
3	Remember you need to balance short & long term marketing communications, which work in different ways & need to be measured differently.
4	Open rates, acceptance rates, attendance rates, win rates & engagement rates are, at best, poor measures of efficiency.
5	ROI can be a dangerous efficiency measure. The best way to increase ROI is to spend less, which leads to cuts in budget. Which is why unscrupulous CFOs love it.
6	Remember Goodhart's Law: "When a measure becomes a target it ceases to be a good measure".
7	Brand measurement is essential but costs money. Set aside some budget each year to do this & measure changes over time.
8	If you pitch for panel appointments, measure how much money you make from the panel. There's no point wasting effort pitching for panels that never give you any work.
9	A client that's big & growing before you put it into your KAM programme will probably continue to be big & grow afterwards. It doesn't mean your KAM programme's successful.
10	It's difficult to justify the value of marketing as an amorphous thing. So see point 1.
11	Beware of last click attribution. Winning business is always the result of lots of little nudges built up over time.
12	Just because something's easy to measure doesn't make it useful.
13	The ultimate goal of marketing should always be financial. We're here to deliver a sustainable profit. Everything else (yes, even brand) is just a tool to help us do it.