

# BY THE NUMBERS

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# MARCOM

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POWERED BY **ENDEAVOR ANALYTICS**



## How much should we be budgeting for marketing & communications? What is the right marketing mix?

Explore and compare how other organizations like yours are investing in MarCom.

Backed by the power of Endeavor Analytics, **By the Numbers: MarCom** empowers users to drive meaningful decisions about MarCom spending by benchmarking against similar health care organizations. Subscribers can use interactive analytic dashboards to uncover actionable insights and improve their understanding of industry best practices.

### KEY BENCHMARKS

- Detailed breakdown of the level of resources (budget and headcount) dedicated to marketing and communication function.
- Centralized vs. de-centralized resource distribution/management.
- Level of investment on social media tools, reputation management, and advertising.
- Spend on diversity, equity and inclusion (DEI) communications and initiatives.

“

No matter what field you are in, if you don't set up a baseline, you are setting yourself up for defeat. Using this benchmark surveys allow us to establish a baseline that is more specific to our medical field than most other benchmarking surveys.

”

- **Brian Sterchele**

Business Manager of Marketing and Communications  
The University of Chicago Medicine

## How Do I Get Started?

It's easy to enter your data into the dashboard, compare yourself to peers of your choice, and access marketing/communications budgets and resource allocation in a comprehensive way. There are two levels to choose from:

- 1. CONTRIBUTOR:** Contribute your MarCom data and get an instant 2021 flash report comparison at no cost.
- 2. SUBSCRIBER:** If you want to unlock the full potential of the interactive dashboard tool, become a subscriber. See below for full subscriber benefits and pricing.



The ONLY MarCom benchmarking program designed **BY** and **FOR** national health care leaders

### SUBSCRIBER BENEFITS



Interactive dashboard that allows you to benchmark with other organizations in practically unlimited ways, e.g., on specific budget elements, organization groups, over time.



Create customizable reports with downloadable graphs ready for uploading into presentations.



Opportunity to “talk to an expert” about your data.



Exclusive invitation to subscriber-only events such as user webinars or VIP receptions.



Private, exclusive online community to interact with subscriber peers and share best practices.

#### Subscriber Pricing

*based on the size of your health care system*

**<100 beds**  
\$1,000

**100-399 beds**  
\$4,000

**400+ beds**  
\$5,000

**Sign Up Today!**