



Marketing Metrics

Measuring Marketing Effectiveness

2019



Before you consider your measurement, be clear about what you want to achieve – and what you want to do with the information?

For example, if you are looking to tell more people about a new product, how will you know you have achieved the task? And once you know, what will you do with the information? Improve the product? Sell to a new or more targeted audience? Increase the price etc?

Clarity of Purpose

- What are we trying to achieve? What does success look like?
- What do we want to know? How will this impact next steps for marketing, operations, R&D etc?
- What are we measuring now? What data do we already have? What is it telling us?

Set a Baseline:

- Take appropriate measurements today for comparative purposes - baseline measurements
- Check out any relevant external trends, research docs (eg Which product results, brand surveys)
- Note the competition

Draw from a broad range of metrics

Performance Indicators

Those metrics and trends which tell us we are going in the right direction (website analytics, social media analytics, hits and click-throughs etc)

Existing Data

Tools and reports which report on current activity, eg sales and financial data. Note: this tends to show past information

Non-Digital Metrics

Customer service feedback, feedback forms, telephone surveys, even letters to the company all give valuable insights

Market Data

Consider investing in customer research or buying research into your field to elicit information on market share, trends, etc



Search & Raise Awareness

Paid (CTR)	Expos (# of attendees on stand)
Social (Impressions)	Events/ Conferences (#people who heard speech / #biz cards collected)
Organic (Google) (Website sessions)	Print Ads/ Articles (Readership and circulation stats / response to code/ voucher offer)

Evaluate & Impress

Completed tools, surveys, questionnaires
Engaged time on videos/articles
Micro goals
Macro goals
Gated content completion
Newsletter sign-ups

Investigate & Interest

Click through rates
Social shares/likes/comments
Time on page/content
Video duration
Case-study or article download

Get in Touch

Phone calls
Enquiry forms
Follow up emails
Newsletter analytics (Mailchimp or similar)

Buy

Welcome packs
Newsletters sign-ups

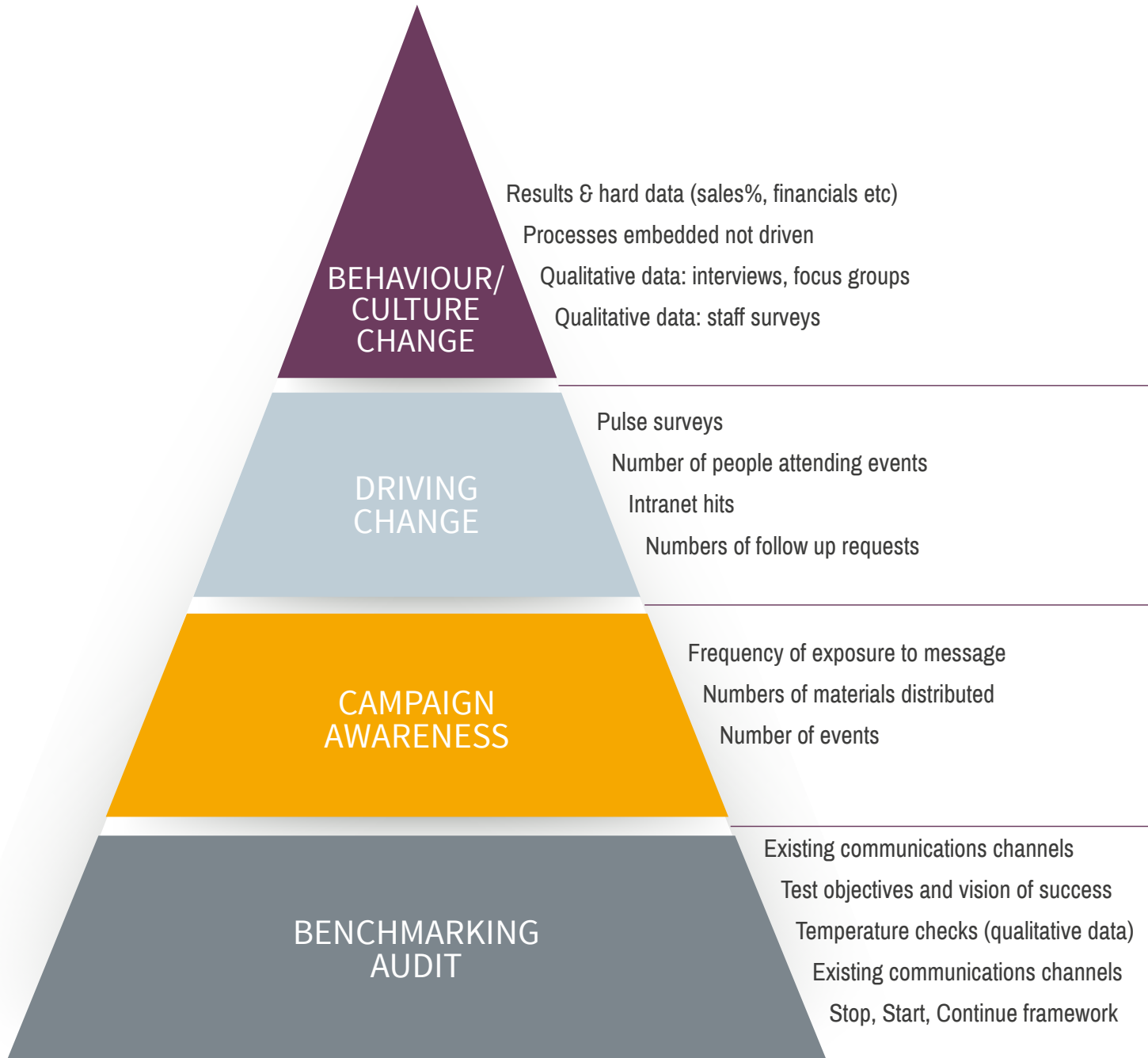
Up & Cross Sell



Maintain Relationship

Customer database (GDPR compliant)
Newsletter opens
Emailer opens/click through rate
Portal analysis
Customer review meetings
Customer feedback (on / offline)

Measuring the success of internal communication has always been seen as a tall order. In fact the same principles apply. Know what success looks like and agree some indicators to show progress.



Here’s an internal example for a current client, providing professional services worldwide, employing almost 200 staff:

Purpose and Values : Measurement

Employee Outcomes (Know, Think, Do)	Outputs (Tactics)	Relevant Measurement
<ul style="list-style-type: none"> All employees know how to contribute to the debate 	<ul style="list-style-type: none"> Weekly Yammer reminders Regional road-shows Q&A / feedback articles (guest publications?) 	<ul style="list-style-type: none"> Yammer engagement (likes/comments) Road show attendance, follow up polling Open rates
<ul style="list-style-type: none"> All employees understand logic to generate final (majority view) 	<ul style="list-style-type: none"> Yammer polling on results Workstream updates to share progress / thinking Opinion survey 	<ul style="list-style-type: none"> Polling numbers Open / click through rates Opinion survey completion & results
<ul style="list-style-type: none"> All employees think about interpretation of values/purpose for their own regions 	<ul style="list-style-type: none"> Team discussion meetings Local posters / communication Shared examples 	<ul style="list-style-type: none"> Team meeting feedback and attendance numbers Shared visuals Yammer shares and posts
<ul style="list-style-type: none"> All employees apply values to their own development All employees feel valued 	<ul style="list-style-type: none"> Appraisals & personal objectives Succession planning and promotions Employee survey 	<ul style="list-style-type: none"> Appraisal completion Winning behaviours measurements % completion Results

Access to so much data can be all-consuming.

Before you get overwhelmed, remember your original objectives and take a step back. The real value behind all the data comes by asking 'so what'? What is this data actually telling me?

The 'so what' factor helps you to consider the right questions:

- What surprises you about the results?
- Are the results confirming or justifying what you already know? Be careful that you don't just see what you want to see.
- Does the data confirm you are attracting the right target customers, that they are taking the action you had in mind?
- Where are the problem areas? Are certain messages, articles, pages working harder than others? Are there better times of day or days of the week that are performing better?
- What happens now?

Going back to your original objectives, you can review each metric to see if you are close to achieving your goal. If you wanted more conversations or leads for example, can you track each step; from initial interest in a social post to landing (and staying) on the website to finally downloading that document or signing up to the newsletter. Tracking each part of the journey to the goal will help you see where things are going wrong.

Finally what actions are you going to take? If you are seeing a decline in interest or engagement, consider tweaking your headlines. If people are bouncing off a web page, change the images or calls to action. If you are seeing improvements in engagement, do more of it.

It feels like a lot of planning but it can save you effort overall and be a valuable tool when showing senior leaders where the marketing efforts are having an impact.

If you feel daunted or are not sure where to start, we work with small and big teams to help prioritise the goals and set metrics accordingly. [Read how we recently helped a local B2C business track their marketing success.](#) If you think you could benefit from some help putting all this together, have a look at our marketing workshop which can help you get your ducks in a row.



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